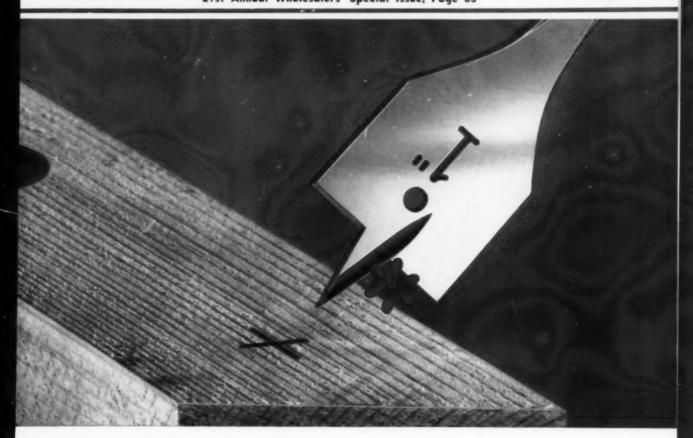
Southern

HARD

313 North First St

Ann Arbor Mich University Microfilms

21st Annual Wholesalers' Special Issue, Page 65



* It's Irwin's exclusive hollow ground point that makes the Speedbor "88" your best seller

IRWIN SPEEDBOR "88" WOOD BITS for electric drills and drill presses bore faster at any angle, sell faster in any store. Imitated but never equalled in boring efficiency in hardest or softest woods even plaster and plastics. No wobble, no run-out. 1/4" machine-ground shank chucks perfectly. Forged in one piece from solid bar of special bit steel, heat treated full length, machine-sharpened. Wider size range and special features guarantee faster turnover, complete customer satisfaction, more repeat sales:

EXCLUSIVE HOLLOW GROUND POINT with Irwin's special cutting edges starts holes faster, permits spade-type cutters to go to work faster for up to 5 times faster boring. Holes are cleaner, more accurate, too.

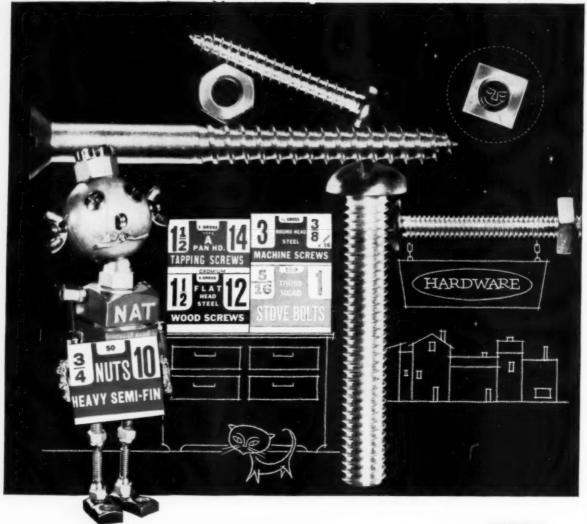
EXCLUSIVE SIZE RANGE. From 1/4" to 11/2". 17 open stock sizes in all.

NEW ROLL KIT ASSORTMENTS of 4, 6, and 13 Speedbor "88" bits increase unit sales, add bigger dollar volume. Plastic case set of 6 popular sizes also available.

NEW SELF-SELLING SELLOPAK display jackets for sizes 1/4" thru 1" dress-up bits to invite more impulse purchases and self-serve sales, NEW DISPLAY PANEL. Free with assortment of 20 Speedbor "88" bits in fastest selling sizes. All metal one-piece construction. Fits in small space. Mounts easily on wall, peg board, island tables, doors for use at multiple traffic points throughout store,

> Order from your Irwin wholesaler today

The Irwin Auger Bit Company at Wilmington, Ohio, USA, since 1885



AT" STANDS

with dress-parade packaging



Brighten up your fastener shelves and speed up off-the-shelf selection with the snap and color of National's high-visibility labeling and uniform packaging.

These smart, trim boxes stand out, boldly identifying National quality by their glossy red and black finish. Color-coded labels make stock handling easier, too! Colors quickly identify fastener types. And sizes are printed large enough to see, even on higher shelves.

Standardize on National's most complete, accepted quality line . . . packaged to stand out boldly for greatest sales appeal.

Ask Your Distributor . . . He Knows



THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal. 3423 South Garfield Ave. . Los Angeles 22, Cal.







SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.

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Volume 128

Number 4

Postmaster, Sond notices by Form 3579 to 806 Peachtree St., N. E., Atlanta 8, Ga.

New BETHLEHEM RING-LOK and GRIP-SCREW NAILS



They hold like screws

Here are two new nails to help build up your profits. They are Bethlehem Grip-Screw Nails and Bethlehem Ring-Lok Nails. Both pack terrific holding power . . . and are easy to drive.

Ring-Lok Nails have exceptional holding power because of the rings on the shank which act like barbs.

Grip-Screw Nails have a threaded-type shank that actually cuts into the wood like a screw.

FEWER NAILS NEEDED ON JOB

With Grip-Screw and Ring-Lok Nails, there is less tendency toward splitting or loosening, less "working up." Jobs move along faster because fewer nails are needed per square foot of area to be fastened.

MOST STYLES AND SIZES

Both of these new nails are available in the most popular styles and sizes, including underlay, flooring, drywall and pallet, in either 50-lb or 100-lb cartons.

When you stock and merchandise these nails, you'll find they move fast, with gratifying profits as the result. Demand for these nails is growing fast. Write us for further information on prices and promotional aids that will help you sell Grip-Screw and Ring-Lok Nails!

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation

BETHLEHEM STEEL



Radial saw detaches for portable use Saw WITH PATTERNMAKER Easily, quickly reattaches with PRECISION loss of accuracy! MODEL UP-16

FIRST RADIAL SAW EVER OFFERED AT ANYWHERE NEAR THIS LOW PRICE!

All the features of saws selling for twice as much plus dual portability!

- . Powerful 1 hp automatic safety clutch saw cuts 3" stock at 90° and 2" at 45°!
- · Heavy-duty 34" Acme elevating screw!
- · Heavy U-beam 5-point support base!
- Full 180° swing in front and behind fence!
- Precision calibrated scale adjustments with positive indent stops right and left!
- 8-second blade coast-down and fingertip power control!
- · Anti-kickback in front of blade!
- Widely spaced ball bearing carriage!
- . Rips to center of 511/2" panel!
- Dual portability: total weight only 681/2 lbs., saw easily removed for portable use!
- · Makes all cuts: cross cuts, rips, miter cuts, bevel cuts, dados, cove cuts, bevel ploughs, etcl

PORTABLE ELECTRIC TOOLS, INC. 320 WEST 83RD STREET. CHICAGO 20, ILLINOIS

Until today, it has been necessary for your customers to spend at least \$100 more for a saw of this type . . . and then they had to buy a separate saw for portable hand use. That's why radial saws have never been fast sellers! But now, the Shopmate Radial Saw provides all the accuracy and twice the versatility at a price that everyone can afford. National advertising in leading consumer publications will tell your customers all about it. Be sure to have it in stock when they ask about it!

SUGGESTED RETAIL

COMPLETE WITH base and laminated hardwood table.

Heavy duty utility stand also available.

mail to: George Weatherby, Sales Manager

PORTABLE ELECTRIC TOOLS, INC.

Dept. SH-49

320 W. 83rd St., Chicago 20, Ill.

Please send complete information on the new UP-16 Shopmate Radial Saw, including prices.

Name

Firm Name

Address... City_

Zone.

State

My Preferred Distributor_

HARDWARE

Vol. 128

April, 1959

No. 4

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What does the WHOLESALER or RETAILER expect of a PRODUCT HE CARRIES?



- 1. That it comes from a reliable company.
- 2. That it has a good market and sales volume.
- 3. That it is soundly priced and profitable.
- 4. That the customer can count on it to function as promised.
- 5. That the manufacturer stands behind it.

SOUTHWESTERN PLASTIC PIPE qualifies as "topnotch" merchandise on every count. With SOUTH-WESTERN, you deal with a pioneer in the plastic pipe industry, backed by 50 years' experience in making pipe.

SOUTHWESTERN PLASTIC PIPE has proven itself a sales builder and profit maker! Dependable, fieldproven quality is assured in every foot of SOUTH-WESTERN'S complete line of plastic pipe. And, as a "complete line" house, you will see your profits grow with more sales to home owners, plumbers, builders and farmers, because with SOUTHWESTERN, you become the trade's one-stop supplier for these and many more pipe requirements:

- · Stock and poultry watering lines
- · Underground lawn-sprinkler systems
- · Fresh water lines
- · Swimming pool supply and drain lines
- · Water well casing
- · Air-conditioning tubing
- Electrical conduit
- Farm irrigation systems
- Sewage drain lines

FAST, RELIABLE SHIPMENTS from SOUTHWESTERN'S conveniently located warehouse points will keep your stock bins filled, and help you build customer satisfaction.

For complete information, phone or write for the name of SOUTHWESTERN'S Sales Representative in your area.



BUSINESS TRENDS

► New Construction

Construction outlays in January were 4.5 billion dollars, up 17 percent from May, 11 percent above 1958. Largest gains were in private residential construction, public outlays for highways and public housing. Residential construction on nonfarm housing rose from an annual rate of 915,000 in the lower month of February 1958 to 1,430,000 in December, but slipped back to 1,350,000 in January.

► Economic Recovery

The economic recovery from the recession continued in January and early February though the rate of increase was less than last summer. Industrial production and employment picked up. Retail sales in January continued close to the record December level. Spurt of home building and remodeling boosted hardware sales.

► Sales Picture

Retail sales were steady in January. Nondurable goods sales were down a little from December and at 11.7 billion dollars, were 5 percent above a year ago. Durable goods sales were at 5.9 billion dollars, an increase over December, but $16\frac{1}{2}$ percent above the low of 5 billion dollars in March and $5\frac{1}{2}$ percent above a year ago. Sales of new automobiles continued above a year ago, but dropped below the December figures.

► Rate of Employment

The seasonally adjusted rate of unemployment in January was 6 percent of the civilian labor force, about the same as December. The employment rate figures show that unemployment rose about 600,000 between December and January to 4.7 million, up to 230,000 from a year earlier. The rate of unemployment was still well above the pre-recession level of 4 percent. About 1.4 million were people who had been unemployed 15 weeks or longer.

► Industrial Production

Industrial production continued to advance in January. Steel production, after holding steady in November and December, increased as new orders picked up from the automobile and other industries. Part of the rise, industry says, was due to an anticipated steel strike around mid-year. Following settlement of the glass industry strike, auto producers have stepped up their output. Passenger car output was 11 percent higher from January 1 through February 14 than in 1958.

► Business Optimism

High optimism prevails among businessmen, a Dun & Bradstreet poll reveals. Higher profits are expected by 58 percent during 1959, another 38 percent hope to reach 1958's highs. 71 percent of the manufacturers expected increased new orders; only 27 percent expect price increases.

► Consumer Income

Consumer incomes in January recovered from the slight dip of December and were at an annual rate of 362 billion dollars, or 4 percent above a year ago. Increased marketings at higher average prices in 1958 raised cash receipts of farm operators 3½ billion dollars above the 1957 rate. Realized net income rose 21 percent above 1957 to 13.1 billion dollars.

(See page 10 for current report on wholesale hardware sales.)

IGLOO

First in demand-First in SALES



-because **IGLOO** is Proven in Use!

Join the leader, stock and sell IGLOO—the most wanted, asked for and used water cooler in the world today. Your IGLOO sales are backed by strong trade and consumer advertising. You fill the demand that's already there.

Complete cooler line—all sizes, types and styles

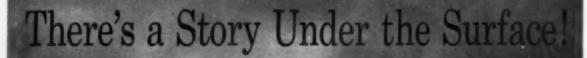
Ask your wholesaler

No.1

. first in sales

IGLOO CORPORATION

MEMPHIS 4, TENNESSEE



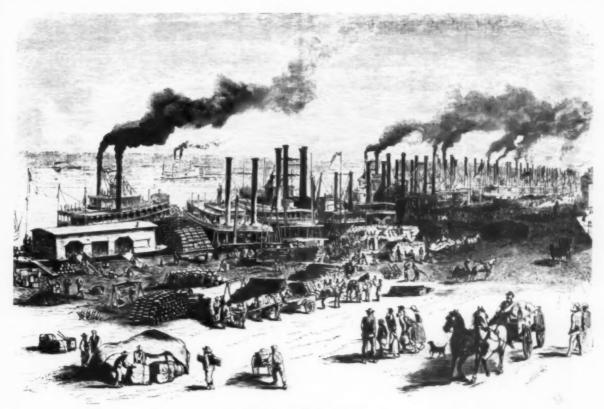


A story of correct design, fine engineering and sturdy construction. A story of the utmost in fishing pleasure. It's the story of Johnson Reels.*

Shown here, the CENTURY and its big brother, the CITATION, for spinning, and the CENTENNIAL for spin-bait-casting.

THE DENISON-JOHNSON CORPORATION

MANKATO 49C, MINNESOTA



NIXDORFF-KREIN* Chain ... A Vital Link In America's Progress Since 1854

When this sketch of the levee at St. Louis was made in 1871, Nixdorff-Krein* had been manufacturing chain in St. Louis for seventeen years. If we could look a little closer, chances are we could see Nixdorff-Krein chain on the job, even then. Time has transformed St. Louis into a mid-American metropolis-but time has not changed the undeviating quality of NIXDORFF chain-proven on the job for over 100 years.



916 HOWARD STREET . ST. LOUIS 6. MISSOURI

*KREIN rhymes with FINE

WELDED AND WELDLESS CHAINS/CHAIN ASSEMBLIES/CHAIN SPECIALTIES/WAGON AND TRUCK HARDWARE

INDUSTRY NEWS

Wilson Appointed to Penn. Lawn Mower Post

C. N. Johns, president and chief executive officer, American Chain & Cable Co., Inc., announces the appointment of M. Robert Wilson to the position of general manager of the Pennsylvania Lawn Mower Division, Exeter, Pa.



M. Robert Wilson

Prior to joining ACCO, Wilson was executive vice-president of Steltenkamp-Wilson & Associates, Chicago, Ill., a management engineering firm working exclusively on marketing problems.

A graduate of Northwestern University, Wilson was, for several years, general manager of sales and distribution for Thor Appliances Corp. Previous to that, he was sales manager of the special accounts and premium divisions for Ekco Products, Chicago, Ill.

Texas Organization to Represent Mayes

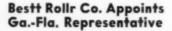
MAYES BROTHERS Tool Manufacturing Co., Johnson City, Tenn., announces the appointment of H. A. Varner and Associates, Houston, Texas, to represent Mayes in the

states of Texas, Oklahoma, Arkansas, and western Louisiana.

This is the first step in an expanding sales organization effected since the manufacturer of metal and wood levels moved its plant from Port Austin, Mich., to Johnson City.

New Turner Brass Rep to Headquarter in N. C.

THE TURNER Brass Works, Sycamore, Ill., manufacturers of propane and gasoline appliances, has appointed James H. Sims as direct factory representative in North and South Carolina, Virginia, and Georgia. Sims will headquarter at Hickory, N. C.



W. R. HUTSON & Co., Conyers, Ga., has been appointed manufac-



Robert Hutson

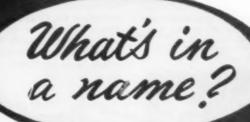
turer's representative to handle its complete line of home and professional roller painting products in the states of Georgia and Alabama, according to M. C. Mauthe, president, Bestt Rollr Co., Inc., Fond du Lac. Wis.

Robert Hutson, who formed his organization in 1957, previously was sales manager for the Conyer's plant for Gibson-Holman Co.

Heart of America Hardware Club Officers



Newly elected officers of the Heart of America Hardware Club for the 1959 season are as follows, left to right: Donald E. Overstrom, Stanley Tool Division of Stanley Works, president; Kenneth M. Williams, Kenneth M. Williams Co., vice-president; George F. Clarke, Diamond Tool & Horseshoe Co., secretary; and George E. McMahon, Fayette R. Plumb Co., treasurer.



There's more than brass and steel in a hose coupling — the name "Sherman" adds assurance of dependable performance, unimpeachable quality, increased turnover, satisfied customers, and an honest profit.

What better proof than fact: Sherman Hose Goods and Accessories outsell all others that's what's in the Sherman name!

VU • PAC • RAC MERCHANDISER

A complete hose goods department on one rack

STOPS • SELLS • SATISFIES!



You'll do better with SHERMAN-63 years best!

write for 1959 catalog H59

H. B. SHERMAN MANUFACTURING COMPANY

Battle Creek, Michigan

Belknap Elevates Two in Sales Department

WM. R. CASKEY, vice-president and general sales director of Belknap Hardware & Manufacturing Co., Louisville, Ky., announces the following promotions in the sales department:





Campbell

Donald L. Campbell is now sales manager of the states of Alabama, Mississippi, and Tennessee. He succeeds John Dobbins who has been given an indefinite leave of absence because of illness. Campbell joined Belknap in 1952. He worked in the office and then was assigned a central Tennessee territory with headquarters in Carthage, Tenn.

James W. Hill is serving as sales manager of the Western Division states of Arkansas, Louisiana, and Texas. He succeeds John R. Baker. recently promoted to sales director. Hill came with Belknap in 1952 and after working in the office was assigned a Central Indiana territory.

American Power Tool Co. Enters Small Tool Field

AMERICAN Power Tool Co., newly formed division of American-Lincoln Corp., Toledo, Ohio manufacturer of floor maintenance machines, enters the power tool field with a line of 11 portable electric tools.

Sales of the new company will be directed by E. L. Holland, who joined American in 1957. The sales organization will be backed by a network of 43 fully staffed and established sales and service branches of American Floor Machine Co., another division of American-Lincoln.

Gale Appoints Cross to Southeast Post

THE APPOINTMENT of C. R. Cross of Clearwater, Fla., to the post of Southeastern district sales representative for Gale-Buccaneer Outboard Motors is announced by Sam C. Spink, sales manager of Gale Products, division of Outboard Marine Corp., Galesburg,

Cross, formerly sales manager and district sales manager for the Molded Fiber Glass Boat Co., replaces James H. Sherwood who was transferred to the Mid-West.

Cross' territory includes Florida. Georgia, North and South Carolina, and eastern Tennessee. Previously he was associated with the General Electric Co. and was secretary-treasurer of the Leonard Niederriter Co., Inc., Erie, Pa.

February Sales Increase Sharply for Southern Wholesalers

REFLECTING the recovery of business from last year's recession, sales by Southern hardware wholesalers in February were sharply ahead of the 1958 month. And for the first two months of the year, sales are well ahead of the 1958 period.

The monthly survey by SOUTH-ERN HARDWARE revealed that the sales gain for the month was greatest among wholesalers in the Mid-South, the average increase being 25.5%. Reports from Southwestern wholesalers indicated an average jump of 24.3% for February, while wholesalers in the Southeast averaged a 16.5% gain. The average increase for all wholesalers in February was 20.6%.

For the first two months of the year sales by Southern wholesalers averaged a solid 15.2% gain over the 1958 period. An average 25% sales gain for the period was reported by Mid-South wholesalers, with those in the Southeast and Southwest having increases of 9.9% and 18.9% respectively.

For most Southern wholesalers sales declined moderately from January to February, with the heaviest drop being the average 16% loss reported by Mid-South wholesalers. The average decline for all wholesalers, however, was only .57%.

In February, inventories increased slightly in all geographical regions but the Southeast. In the Mid-South inventories climbed an average of 11%, while in the Southwest the average inventory expansion for February was 5.3%. In the Southeast the decline averaged 3.9%.

WHOLESALE HARDWARE SALES AND INVENTORIES

GEOGRAPHICAL DIVISION	SALES Percent Change			INVENTORIES	
				Percent Change	
	Feb. 1959 from Feb. 1958	Feb. 1959 from Jan. 1959	2 Months '59 from 2 Months '58	Feb. 1959 from Feb. 1958	
SOUTHEAST	+16.5	— 1.3	+ 9.9	_ 3.9	
MID-SOUTH	+25.5	—16.	+25.	+11.	
SOUTHWEST	+24.3	+ 1.6	+18.9	+ 5.3	
ENTIRE SOUTH	+20.6	57	+15.2	+ 1.5	

Geographical divisions: Scutheast (W. Va., Va., S. C., N. C., Ga., Fla.) Mid-South (Ala., Tenn., Ky., Miss.) Southwest (La., Ark., Okia., Tex.)

Myers OLYMPIAN

PUMP PROFIT PROGRAM

Designed for ... more sales ... more profit



BILLINGS

THE LINE THAT HAS EVERYTHING!

Life-Time®



WRENCHES

Quality name—fast moving styles and sizes—priced right—consistently profitable—made for and sold exclusively through the hardware trade.

MERCHANDISERS

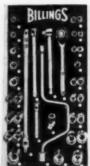
Traffic stoppers—profit builders—floor and counter displays.

Floor Display



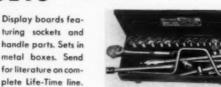
Counter Display

SOCKETS



Display Boards

SETS



-Time line.

Socket Sets

Counter Display

THE BILLINGS & SPENCER CO. . HARTFORD 1, CONN.

BUY 'EM FROM BILLINGS WHOLESALER

Remington Arms Adds Two Assistant Sales Directors

REMINGTON Arms Co., Inc., announces the appointment of two new assistant directors of sales, according to Gail Evans, director of sales.

Named to the posts are F. E. Morgan, formerly manager of Remington's arms, ammunition,







Dickey

traps and target sales division, and J. E. Dickey, Jr., formerly assistant manager, power tool sales division. Morgan will be assistant director of sales—chain saws, and Dickey will serve as assistant director of sales—power tools.

Continuing as assistant director of sales—arms, ammunition, traps and targets, is J. D. Mitchell, who became an assistant director in January, 1957.

Morgan joined Remington in 1935; Dickey, in 1937.

Wood Offers New Line as Import Competition

According to V. G. Scott, sales planning vice-president of The Wood Shovel & Tool Co., Piqua, Ohio, his firm is now delivering and promoting a new low price line of popular garden tools under the Turf Boy label.

The line is intended to supplant foreign import tools in the U. S. market, he stated, and accordingly is superior in finish, equal in price, and has the added advantage of fast re-order service.

The Turf Boy line of garden tools includes shovels, rakes, hoes, spades, and other numbers of proven popularity. While the Turf Boy line is not equal to grades sold under Wood's Tru Blu brand, Scott pointed out, it is quite adequate for average home-owner and home-gardner use.

Fetherlin Rejoins Sales Organization of Tapatco

THE AMERICAN PAD & Textile Co., Greenfield, Ohio, announces the return of Harry Fetherlin of Columbia, S. C., to the Tapatco sales organization. Fetherlin, formerly employed by American Pad for 21



years, returns as a full-time factory representative after five years of operating his own manufacturers' agency.

He will represent the complete Tapatco line of marine safety products, sleeping bags, and outdoor sports wear in North Carolina, South Carolina, Georgia, Florida, Alabama, and Mississippi.

Ekco Elects E. Keating, Ragir to New Positions

ARTHUR KEATING, chairman of Ekco Products Co., Chicago, announces two executive appointments. Edward Keating, executive vice-president of the company, has been elected vice-chairman of the board of directors, a new position, and M. J. Ragir, president of Kennatrack Corp., a major subsidiary of Ekco making gliding door hardware, has been elected a vice-presi-



agir Keat

dent of the parent company.

Edward Keating will continue all of his present duties as acting executive vice-president.

Grandson of the founder and the third generation of the family to hold a top executive post with Ekco, Keating joined the firm in 1946 after attending the University of California at Los Angeles. He was named executive vice-president in 1954, a director in 1949.

Ragir has been president of the Elkhart, Ind., firm since it was acquired by Ekco in 1956. He joined Ekco as a housewares sales representative in Michigan and Ohio in 1947 and was subsequently promoted to district manager for Metropolitan New York.

In 1955 he was transferred to the Autoyre Co., then a separate subsidiary making bathroom accessories, as sales vice-president. The following year he was elected president of Autoyre. While in that position he took on the added responsibilities as president of Kennatrack in 1956. Since Autoyre sales were recently combined with Ekco's other housewares operations, Ragir has devoted his time to Kennatrack and Ekco's building supply interests.

Jacobsen Names Manager for Southeastern States

THE JACOBSEN Manufacturing Co., Racine Wis., announces the appointment of Don E. Hornibrook as district sales manager for the Southeastern states.



Don E. Hornibrook

Hornibrook recently has been field service supervisor for Jacobsen. He is married and makes his home in Decatur, Ga.





OPPORTUNITY KNOCKS 4 SEASONS A YEAR WHEN YOU SELL

MIDLAND

new subsidiary of Outboard Marine Corporation

Your selling season never ends when you offer Midland power garden equipment. Glowing proof: the Midland line for '59—a soundly-engineered group of powerful units that sells all year long because it fills user needs all year long. You enjoy a 12-month selling season on units and implements...plus the added assurance that Midland quality promotes not only your reputation but repeat business as well,

But those aren't the only reasons you'll want to switch fast to Midland. There's also the powerful backing of Outboard Marine Corporation to think about; backing that includes a nationwide network of parts-service centers...a 90-day warranty from a company with ample resources to stand behind every product you sell...and all the aggressive advertising and merchandising that built the successes of Lawn-Boy, Pioneer, Johnson, and Evinrude!

The Midland Company

ADDRESS

SUBSIDIARY OF DUTBOARD MARINE

Makers of Johnson, Evinrude, and Buccaneer Outboard Motors, Lawn-Boy Power Mowers, Cushman Commercial and Industrial Vehicles, and Pioneer Chain Saws.

Make the Big Move to 4-Season Profit

tear out and mail this coupon today!

THE MIDLAND COMPANY
1200 S. Rawson Ave., Dept. 5H-49
South Milwaukee, Wisconsin

Gentlemen: Tell me more about how I can profit this Spring and the year around with a Midland direct-dealership.

NAME

COMPANY

CITY ZONE STATE



Midland 16" Rotary Tiller

3 HP Model RT-1: peak power and performance in a low-cost package



Midland 4 HP Super Rotary Tiller-Mower, Model TMS-1



Midland 7 HP Self-Propelled Rotary Tiller-Tractor, Model 708



3 Midland Rotary Mowers

21" Model 19 MH (shown) and 18" Model 89MH with 2 HP Midland Iron Horse engines; 21" Model MPB1 with 2-1/2 HP Briggs & Stratton engine.

A wide selection of dependable attachments is available for each Midland tractor to enhance your 4-season selling power.

SUMMER PROFIT OPPORTUNITIES

NEW G-E BUG-LITE

- **V** More effective
- More flattering to people
- ✓ Sales-building advertising and promotion
- More profitable for you



A G-E SUMMER "PLUS-PROFIT" PROGRAM

backed by Colorful 2-page spread—Better Homes & Gardens (June)
Arthur Godfrey on CBS Radio

NEW YARD LIGHT

and HOLDER KIT

Combines G-E 150-watt PAR Flood Lamp and a weatherproof holder for flood lighting:

- · Yards and Gardens
- Barbecues and Patios
- · Driveways
- · Lawn Games

Individually Pre-packed in attractive display kit.



Progress Is Our Most Important Product



NOTHING LIKE THIS-EVERY



NOTHING LIKE

SIXTY-SEVEN PAGES!

This full page ad, in living color, plus an extra column in black and white, will appear sixty-seven times in every major outdoor publication!

21,564,000 READERS!

Will be stopped cold by this unparalleled "W-40" story, designed to give them the facts about World Record "W-40" spinning, bait casting, squidding, and fly lines ... every month, February thru July!

CUSTOMERS WILL WANT!

Ed Zern's laugh riot: "How To Catch A Mermaid" ... featured in our advertising. Twelve pages of zany Zern wit laced with gorgeous full-color mermaids. You've never seen anything like this book! An ample supply is packed free with each "W-40" Fishing Line Department; additional quantities are available at nominal cost. A sample copy will be sent free to letterhead requests.



© 1959 Western FISHING LINE

"fishing line is our middle name"

THIS-EVERY

TO HELP YOU SELL!

The "W-40" Fishing Line Department will be famous! Your customers will be looking for this distinctive unit in your store.
It will be featured in every single ad!

NOW IS THE TIME!

To contact your jobber. Ask him about those extra "W-40" profits and free "W-40" Fishing Line Departments. Write today on your letterhead for our free illustrated color brochure that tells the whole stery!

YOU WILL WART!

A beautiful 16" x 20" full-color reproduction of the exact illustration on opposite page (title: "Brother, What A Line!"), without advertising, suitable for framing. This will be sent free to dealers or jobbers writing on letterhead. Be sure to specify the title you want; we have several!



COMPANY GLENDALE 4, CALIFORNIA

...brother, what a line!

...and it's famous "W-40", the line with <u>no</u> fishresistance! With world record "W-40" fishing
line, the big ones <u>never</u> get away...that means
championship performance every time. Whether
trying for mermaids or record fish, "W-40"
has everything for you!





AND ALASKA

GIANT

"W-40"

JACKPOT

ANY DEALER WHO
OBTAINS A FREE "W-40"
FISHING LINE
DEPARTMENT CAN WIN
\$1000.00 IN FREE
"W-40" FISHING LINES!

(See details below)

NO RULES!

NO GIMICKS! NO COUPONS!

700 A

CAN WIN!

7

4

ONE DEALER IN EACH OF THE ABOVE TEN AREAS WILL WIN A JACKPOT OF \$1,000.00 IN FREE "W-40" FISHING LINES. (WINNER'S CHOICE VALUED AT LIST PRICE.)

ALL DEALERS WHO OBTAIN A FREE "W-40" FISHING LINE DEPARTMENT ARE AUTOMATICALLY ENTERED IN THIS CONTEST. THE "W-40" PRIZES WILL BE DELIVERED BY THE JOBBERS WHO MADE THE LUCKY SALES.

THE RUEBEN H. DONNELLEY CORP. WILL CHOOSE THE LUCKY "W-40" FISHING LINE DEPARTMENTS AND WILL NOTIFY THE WINNERS. THEIR DECISION WILL BE FINAL.

THIS OFFER IS GOOD UNTIL JUNE 30, 1959 NO ENTRIES WILL BE CONSIDERED AFTER THIS DATE. THIS OFFER SUBJECT TO FEDERAL. STATE AND LOCAL REGULATIONS.

WESTERN FISHING LINE COMPANY GLENDALE 4. CALIFORNIA

TOTAL PROPERTY OF THE PROPERTY

PRINTED IN USA

Southwest Ramblin's



By RUSS BAITY
Divisional Manager
Dallas, Tex.
J. Wiss & Sons Co.

ON MY LAST trip to South Texas, I found the raincoat very useful. . . . They report that they could use a week or two of sunshine. . . . Had the usual wait at Peden Iron & Steel Co. . . "Rough" Gambrell and Vic Gehring had them lined up to the front door. . . Mrs. Joan Newberry is their new receptionist. . . She had been the secretary for Jimmy Bryan. . . Emily Hale is now assistant cashier. . . Found Heitmann-Bering Cortes Co. buyers very cooperative but up to their neck in work. . . They have been busy issuing a new catalog to their men and getting stock and stock cards straightened out. . . Black Hardware reports business to be very good. . . H. H. "Hoppy" Hayden was busy getting ready for a sales meeting in Galveston and San Antonio. . . Herbert Schulz is mighty proud of their new baby girl. . . I can understand though as they have four boys in the family already. . . Jim Campbell, vicepresident of O. Ames Co., had just arrived from the Tri-State Hardware & Implement Convention in Amarillo. . . We gave him the pleasure of buying the coffee that morning. . . Other Texas Boosters including Ray Young. Jack Morrison, Swede Swenson joined us. . . . Joe Woods of Corpus Christi Hardware reports that Henry Mc-Dowell is now manager of their electrical division. Henry was traveling the city territory for them and is a young veteran with 22 years experience. . . Joe's son, Terry, has graduated from Texas University and will now be a Shave-Tail for Uncle Sam the next couple of years. . . Prentis Boultinghouse, Corpus Christi Hardware's sales promotion spe-

cialist, was busy working on their spring circular campaign. . . Some changes have been made at Watts Hardware. . . Bill Dawkins and H. P. Womble now have their own private office space. . . Had a nice chat with John Holmgreen, general sales manager for Alamo Iron Works, he is interested in meeting all representatives they do business with and is open for all suggestions for increasing business. . . Henry Cooper is the new purchasing agent at Samsco, and Jim Biggs has moved up to sales manager. . . Attended the Dallas Gift Show for the first time this year and was amazed at the number of buyers that come in for this show. . . figures show that 5100 buyers attended from 30 states. . . Tillman Clark, older brother of T. A. Clark who is president of Buhrman-Pharr Hardware, died of a heart attack the latter part of February. . . Tillman had been the manager of the Sands Motel in Texarkana. . . Walter Ryland. president of Fox Bros. Hardware, celebrated his 56th year with the company on March 15th. . . His plans are to retire when he reaches 75 years of age which will be within a few years. . . Happened to run into Robert Ryland, who retired a few years ago, and he is looking good. . . He had just returned from a week's visit with his son in New Orleans. . . He tells me that he is doing quite a bit of traveling these days. . . Fox Bros. have been in their new building one year now and find their operation to be very satisfactory. . . Ralph Speer of Speer Hardware took time out to show me their newly remodeled display room, They had open house in January and reported a good dealer attendance. . . His father can't seem to stay away from the place since retiring. . . It must agree with him as he is looking wonderful. . . So long for now. . . See you next month.

Watertown Appoints Barnes Co. as Rep

THE WATERTOWN Manufacturing Co., Watertown, Conn., announces the appointment of Robert M. Barnes Co., New Orleans, as sales representatives for its line of Lifetime Melmac dinnerware in Texas, Oklahoma, Arkansas, Louisiana, and Mississippi.

Robert M. Barnes, who operates the Barnes organization, has as his associates, George P. Frazer and John P. Briant, Jr.

Union Appoints Aldrich National Sales Manager

THE APPOINTMENT of W. Herb Aldrich as national sales manager of Union Hardware-Sealand, Inc., Torrington, Conn., was announced recently by Edward Speare, vice-president-sales.



W. Herb Aldrich

A native of Fort Worth, Texas, Aldrich was previously Southwestern regional sales manager of Polaroid Corp. He has served Sperry & Hutchinson Co. and International Latex Corp., where he was assist ant to the national sales

Aldrich, along with his wife and two children, will move from Fort Worth to Litchfield, Conn.

Swinging Around The Southeast



BY DAN M. FRY

•Fry-Holbrook & Associates•••••••
Atlanta, Ga.

Business is good! Everyone reports a bang-up January and February. . . If anyone has a cure for the gout, please send it to Bob Steele, Clarke Hardware Co., Nashville. . . Bob has had his share lately, and we wish him a speedy recovery. . . Stratton-Warren Hardware, Memphis, Tenn., was honored the other day with a visit from W. F. Stephenson. . . Mr. Stephenson, known by many in the hardware field, is the retired vice-president of Stratton-Warren. He is 93 years young, and was in the hardware business for 70 years. He is still driving his automobile! Who said hardware men die young? . . . O'Neill-Mc-Namara Hardware, Vicksburg. Mississippi is closing their retail store after 102 years. . . The company is moving into a new warehouse, and will be strictly wholesale. . . The new president of Henderson-Baird Hardware Co., Greenville, Mississippi, is J. H. Lewis, taking over for H. L. De-Loach who has retired. . . T. L. Sims, formerly a buyer for O'Neill - McNamara, Vicksburg. Mississippi is now connected with Patterson & Hanson, manufacturers' reps-Good luck, Mr. Sims, you are with a good agency. . . Wedding bells will be ringing down Florida Hardware Co.'s way, Jacksonville, Florida. . . Damon Yerkes is getting married. Haven't had the pleasure of meeting the bride-to-be, but she is getting a good man. . . Bob Knox, representative with Peterson & Lowe, has increased his territory to cover Florida. . . Jack Fenton, Hubbard Co., Jacksonville, Florida, will buy industrial goods as well as general hardware. . . Claude Hause is a new member of the Paris-Dunlap, Gainesville, Geor-

gia sales force. Claude spent a number of months on the inside before going on the road. He is the proud papa of a baby girl, born recently. . . Ray M. Bradley, Wallace Hardware Co., Morristown, Tennessee, has taken over the farm implements end of the business. . . Ray attended the farm equipment convention in Kansas City, Missouri, recently. . . Tom Dillon, vice-president, Monroe Hardware Co., Monroe, N. C., and his lovely wife are expecting their second heir come June. . . Distributors who participated in the Carolinas dealer show this year report good news. They were pleased with the turn-out, also business activity. . . In our view it takes distributors' interest and participation in a show of this type to really put it over. . . At this writing House-Hasson Hardware Co., Knoxville, Tennessee is in the middle of a sporting goods show, attendance reported good. . . Seems everyone is going to the Palm Beach Convention, April 12-16. See you there! . . . And in the next issue.

Shapleigh Wins Top Spot in Sales of P & C Tools

SHAPLEIGH Hardware Co., St. Louis, Mo., led the nation's hardware wholesalers in sales of P & C tools in 1958 and received a handsome plaque from P & C Tool Co., of Portland, Ore. The St. Louis firm, headed by President Fred Johnson, increased its 1958 P & C sales 146 percent over the previous year, moving from sixth to top spot, according to A. L. Platky, P & C vice-president and sales manager.

NSGA Elects New Officers at Annual Convention

THE NATIONAL Sporting Goods Association elected new officers at its annual convention held in February in Chicago. New president is Sam Monetta, president of Athletic Supply Co., Toledo, Ohio. He succeeds Stanley Anderson, president of Washington Hardware Co., Tacoma, Wash.

Dwight Hauff, president of Hauff Sporting Goods Co., Sioux City, Iowa, is the new vice-president of the association, and Robert S. Brenaman, president of Harris-Brenaman, Inc., Richmond, Va., was elected treasurer.

Fitler Appoints Greene General Sales Manager

THE EDWIN H. FITLER Co. announces the appointment of J. J. Greene as general sales manager.

Greene was with the Columbian Rope Co. from 1941 to December 1957. He transferred to The Edwin H. Fitler Co. on December 1, 1957, to assist George S. Prechtel, general sales manager, who at that time had just returned to the office recuperating from a serious illness.



J. J. Greene

Prechtel, who has fully recovered from his previous illness, at his request on December 31, 1958, was relieved of his responsibility as general sales manager to become a consultant for the company.

Now you can handle the profitable

ORSA

All Types of hand, pruning, bow and specialty saws & blades

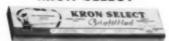


No. 777—26" 51/2, 8 & 10 ppi WITH THE WONDERFUL NEW "BLUE-STEEL" BLADE



No. 390—21" ORSA Hobby Saw for CAMPING & PRUNING With No. 796—21" blade insert, it is ideal for quartering game, cutting bones, frozen & fresh meat. No. 45—21" spare blade fits all similar 21" saws.

HAND HACKSAW BLADES KRON SELECT



Special Tungsten Alloy 10" and 12" in attractive metal display box also KRON WOLFRAM SEMI-FLEXIBLE

KRON MOLYBDEN



10" and 12"

also

KRON NPU SUPER HIGH SPEED

Skod Co.

15 East Elm St. Greenwich, Conn.

SKODCO

Line of Premium Quality Swedish Steel Cutting Tools

New Dallas Warehouse Will Serve The South

Order Through Your Jobber Salesman

Swedish steels are among the finest in the World, and all steels used in SKODCO Cutting Tools are specially rolled and hardened to give the ultimate in long-life. To display an ORSA hand saw is to sell it.

SKODCO quality is instantly apparent—when your customers pick one up—they hate to put it down. Fine steel, splendid design and craftsmanship and perfect balance are things your customer can see and feel!

The swing to quality tools is nationwide, we are pleased to be able to open this profitable market for the Southern Hardware Merchant. Warehoused In:

Dallas, Texas St. Paul, Minn. Greenwich, Conn.

Write or Wire:

or

Harry A. Hoffner Box 4346

Jacksonville, I Florida R. B. Wilber Co. 106 Express Street Dallas 7 Texas

Fones Bros. Hardware Co. Celebrates 100th Anniversary

Fones Bros. Hardware Co., the oldest and largest wholesale hardware concern in Arkansas, marked its 100th anniversary in February. The company was established in Little Rock in 1859 by Daniel Gilbert Fones as a small tinshop also handling a few hardware lines.

Born near Rome, Ga., Founder Fones was an apprentice tinner when he journeyed westward to Arkansas, stopping first at Monticello, then Pine Bluff, before opening his own shop in Little Rock. The first record of his activities was noted in an advertisement placed in 1860. Daniel Fones closed his store and joined the Confederate forces.

When the war was over he returned to Little Rock, bringing along his two brothers, Thomas A. and James A., and forming a partnership. The business operated as a partnership until 1888, when Thomas A. died. James A. died in 1904 and Daniel Fones succumbed in May, 1912, after nearly 50 years with the firm.

Upon the founder's death, J. J. Mandlebaum became president and served until his retirement in 1917. He was followed by Sterling W. Tucker, serving nine years until his death, and his brother, Henry Tucker, who served until his death in 1948. At that time the present head, Col. Robert H. Baker, became president and treasurer.

Fones Bros. Hardware Co. now spreads over three buildings and 200,000 square feet of floor space. It has 140 Little Rock employees and 25 salesmen, serving a territory which covers all of Arkansas as well as eastern Oklahoma and northern Louisiana. There are three major departments—hardware, furniture, and major appliances.

The firm entered the wholesaling business in the 1870s, retaining its retail outlet as well. However, since 1904 it has been only a wholesale house. Some of the products the firm handles have been represented for nearly 75 years, and there are few hard-



R. H. Baker



Sterling W. Tucker

ware lines that it does not handle.

Col. Baker is a Chicago native, graduated from Culver Military Academy in 1915, and served in World War I, rising to colonel in the Air Corps. In World War II he served as a command pilot in the Far East, making 158 flights in India and China, and receiving the Distinguished Flying Cross with one cluster, Bronze Star Medal, and the Air Medal with two Oak Leaf clusters.

He became first vice-president in 1946 and president and treasurer in 1948. He is a past president of the Southern Wholesale Hardware Association and served two three-year terms on the Executive Committee of the National Wholesale Hardware Association. Sterling W. Tucker, first vicepresident and secretary, is a member of the Tucker family long prominent in Fones Bros. management. His uncle, Sterling W., and father, Henry H., were both presidents of the firm. He joined the firm in 1946. Tucker is a product of the Little Rock schools and Duke University, serving with the Navy three years. He is a past member of the Executive Committee of the National Wholesale Hardware Association.

Other Fones Bros. officers and directors are George Luker, vice-president and merchandising manager; William B. Gosnell, vice-president; John P. Hatley, vice-president; Lee Martin, vice-president; and Melvin H. Thompson, vice-president and manager of the furniture department.

Tope Joins Republic's Birmingham Staff

REPUBLIC STEEL CORP. has appointed John Tope as assistant district sales manager of its Birmingham, Ala., Sales District, which covers 10 Southeastern states. Announcement of the appointment was made by L. S. Hamaker, general manager of sales, Cleveland, Ohio.

Tope has been with Republic since 1933. He moved to Birmingham from Washington, D. C., where he has been employed in Republic's office since 1953. For the last six months he has been assigned to the Business and Defense Services Administration of the Department of Commerce.



John Tope

FROM SHELF WARMERS TO IMPULSE SALES MAKERS

WHY A RETAILING SERVICE

Once upon a time, Putty Knives, Wall Scrapers and similar Fix-Up, Paint-Up Tools were considered shelf warmers and were hidden away in boxes or in bins where they gathered dust. Retailers sold them when somebody asked for them. Today, the story is different. Hyde has shown the way to dress up Fix-Up, Paint-Up Tools in attractive packages and self-serve merchandisers to appeal to the craftsman, hobbyist and home owner. This is Hyde Retailing Service — a complete, dealer-to-consumer product sales presentation with no selling or stocking headaches for the retailer. To begin with, Hyde quality tools are protected at the point-of-sale from finger marks and rust with a special clear coating. Hyde tools therefore, always remain factory fresh on the sales floor. Over 50 different Hyde Fix-Up, Paint-Up Tools are individually packaged on colorful cards that identify each tool and show its many different uses. These carded tools are packed 6 each in stock boxes. The tools may be displayed on a retailer's built-in wall or floor fixture. Better still, certain assortments are available on handsome, free, space saving, self-serve Hyde merchandisers. These merchandisers guarantee more impulse sales from store shoppers. Never before have Fix-Up, Paint-Up Tools accounted for more impulse sales and profits in the hardware, paint and retail lumber store. Quality, enhanced with eye and buy appeal merchandising, makes the Hyde line the better profit line for '59. Send for description folder.



Quality Products and Merchandising Leadership Since 1875

HYDE MANUFACTURING CO. SOUTHBRIDGE, MASS.



Hyde Retailing Success Story

JOHN C. FINDLEY, OWNER Findley's Hardware, Atlanta, Ga.

"Now our customers elways select the better quality, higher priced Putty Knives and Scrapers from Hyde's revolving Tool. Tower. I have never seen anything like it for sales and profits. The Tool Assortment cost us \$78.08. The display is free. We have made the \$52.06 profit from the Assortment many times over. Suggest you order one of these Towers from your wholesaler for your store."







F. Bliss Winn James G. Campbell

J. Brunson Williams

O. Ames Co. Elects Executive Officers

F. BLISS WINN recently was elected president of O. Ames Co., Parkersburg, W. Va. Other positions announced at the same time were those of James G. Campbell to the position of vice-president-sales, and J. Brunson Williams to the position of sales manager—Tool Division.

Winn has been associated with the O. Ames Co. for 20 years, serving in the capacity of plant manager of the North Easton, Mass. plant, assistant sales manager, and vice-president—sales.

Before coming to the Ames Co., Campbell was associated with Club Aluminum Corp. of Chicago, and has served the Ames Co. as district sales manager, assistant sales manager, sales manager - Tool Division, and now in his present position of vice-president - sales.

Williams served as sales representative and district sales manager in New England and New York areas, and was formerly assistant sales manager - Tool Division.

Motor Wheel Names Promotion Head

Motor Wheel Corp., Lansing, Mich., announces the appointment of William L. Wood to the position of sales promotion manager, consumer products. He will be responsible for advertising and sales promotion activities in connection with Reo power mowers and Duo-Therm equipment.

Jules Kersten, Veteran in Cordage Field, Dies

JULES KERSTEN, a native of New Orleans and associated with the hardware industry for 39 years as a cordage representative, died Februray 21 in New Orleans.

Mr. Kersten began his career as a salesman for the Cordtex Co. in 1922 and joined the Hooven & Allison Co. of Xenia, Ohio in 1923. He resigned from that company in 1935 to organize his own business, the Cordage Sales Co., New Orleans, with which he was associated at the time of his death.

The Cordage Sales Co. was owned and operated by Mr. Kersten until June, 1957, when he sold his business to the Plymouth Cordage Co., Plymouth, Mass., but continued as a vice-president of Cordage Sales Co., Inc., until the time of his death.



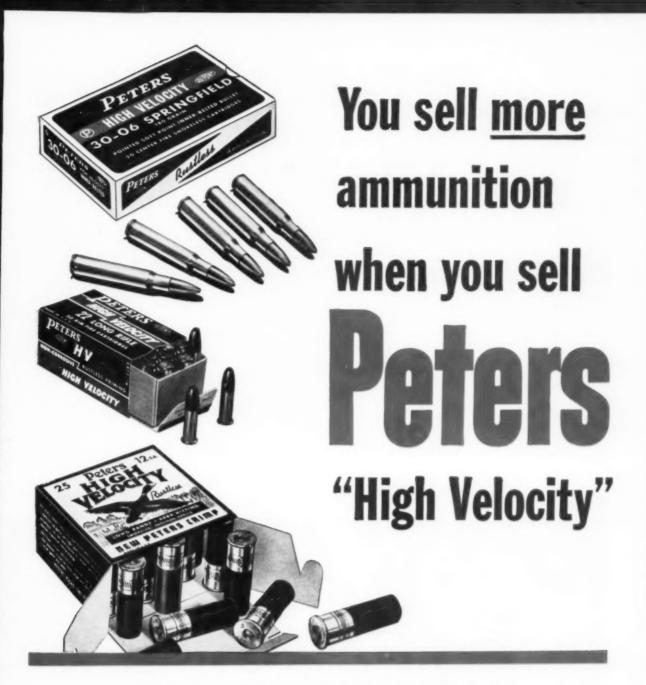
Jules Kersten

He is survived by his wife, Susie Kersten, and a brother, L. W. Kersten, Jr.

Graybar-Florida Wins Over California



The "Battle of the Centuries" contest between Graybar Electric Co., Inc., Florida versus Graybar Electric Co., Inc., California, on the sales of Norelco Shavers for 1958, was won hands down by the Tampa, Florida organization. As a result of the distributor's fine selling efforts, the North American Philips Co., manufacturer of the Norelco Shavers, presented a Norelco Stereo Tape Recorder to Day L. Harper, district manager, Graybar-Florida. Participants at the presentation, in addition to Harper, included Bob Hitner, district appliance sales manager, Graybar-Florida; and Frank W. Collins and Dick Everitt, sales representatives of Norelco Shavers.



Again this year, powerful national advertising will mean more sales of Peters "High Velocity" ammunition. Make sure you're ready—stock and display the entire Peters line today.

Big game guides, shooters, and hunters everywhere know there's no more powerful ammunition in the world, than Peters "High Velocity."



PACKS THE / POWER!

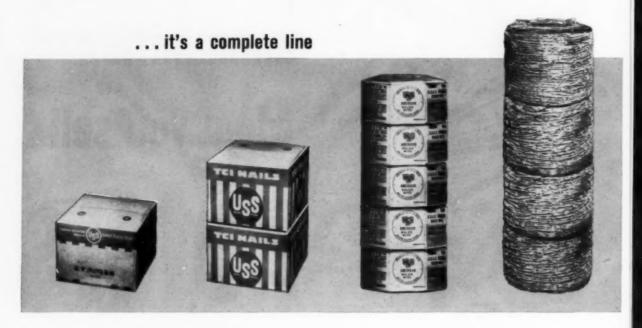
PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.



For more information use Handy Return Card, Page 117

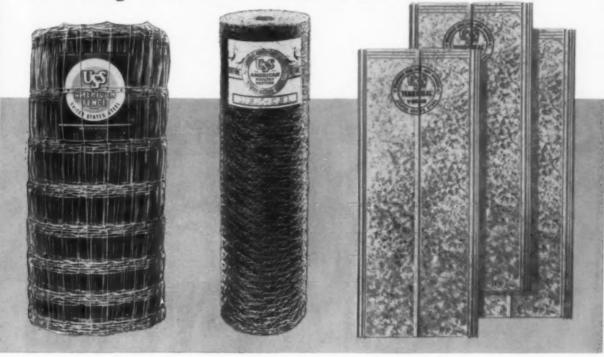
The TCI line of Uss products



...it's pre-sold

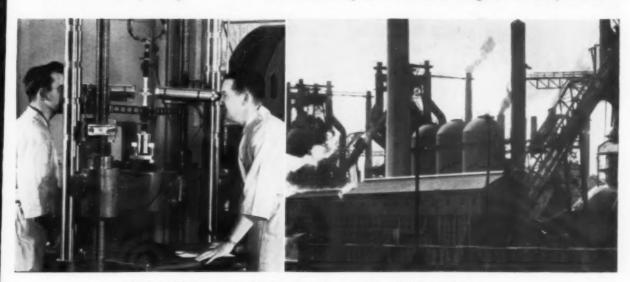


is easy to sell because...



... it's top quality

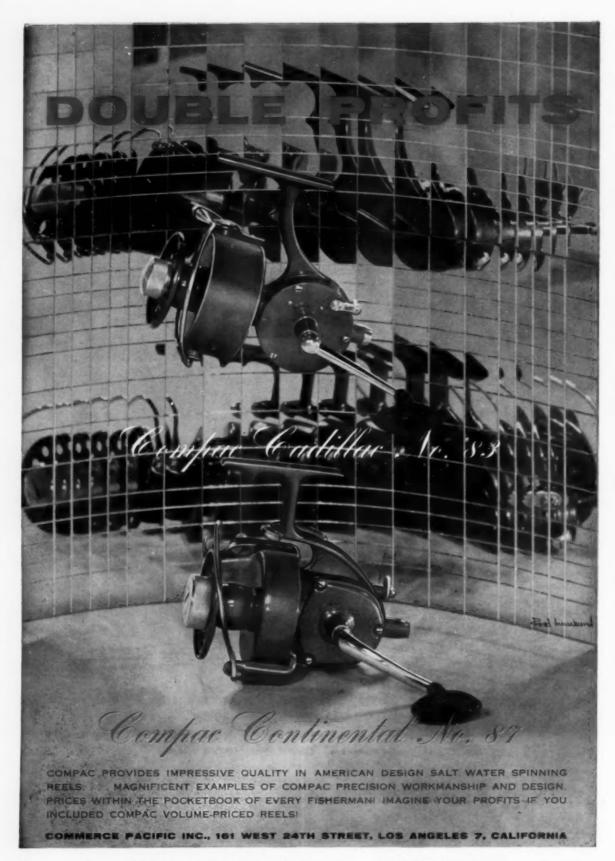
... it's made by the world's largest steel producer



USS and TCI are registered trademarks General Offices: Fairfield, Alabama



Tennessee Coal & Iron
Division of
United States Steel





MAKE PUSH-BUTTON PROFITS ...with this **Hayes** Demonstration Tank

One of America's largest department stores reports:

"Your demonstration tank in our garden department increased sprayer sales 300% in one week's time."

This new unit provides dealers with a dramatic method of showing customers the actual operation of Hayes sprayers.

It shows the siphoning of the spray materials, the Hayes mixing and proportioning principle, the types of spray delivered by the various guns, exclusive mechanical features, etc.

It makes sales with a minimum of time and effort by your sales personnel.

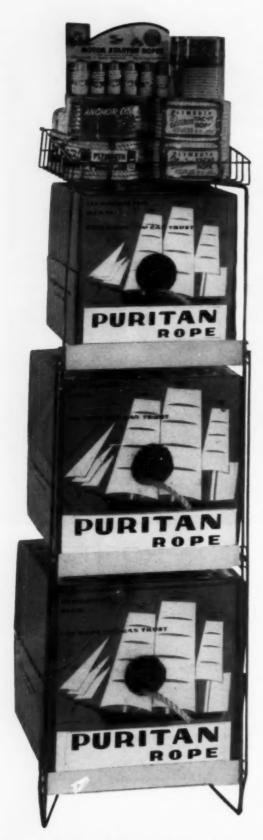
The Hayes demonstrator is simple to set up and operate, takes little space (only 14" x 28"). The components come in a compact case. The pipe assembly has fittings for three guns. Sides of the tank are clear lucite to provide easy visibility. No outside water connection is necessary—a separate pump is included that recirculates the water through the sprayers. The entire unit weighs only 65 lbs.



WRITE TODAY - for full details and special price to dealers.

Hayes Spray Gun Company

World's largest manufacturer of garden hose sprayers 98 North San Gabriel Boulevard, Pasadena, California



After YOU... the next best salesman on the floor is the Plymouth Rope Department Rack

All rope for on-the-floor selling in one place. Takes up less than two square feet of floor space. Basket at top holds an assortment of Plymouth's sellingest packaged ropes. Square cartons conveniently dispense rope from top or front. Not only Puritan rope but Plymouth Ship Brand Manila, Plymouth Yankee and Plymouth Sisal ropes are available in square cartons.

The Rope Department Rack is free with the purchase of three cartons of standard sizes (from ½" diameter to ¾" diameter) plus one carton of 50-ft. or 100-ft. HandyPaks. The sooner you get yours, the sooner it starts selling for you.

Get the facts from the hardware wholesaler's salesman who calls on you, or write to the sales office of the Plymouth Cordage Company, Plymouth, Massachusetts that's nearest you:

296 State Street Boston, Mass. CApital 7-1134 P.O. Box 10215 New Orleans, La. VErnon 5-7243

323 West Polk Street Chicago, Illinois HArrison 7-6238 70 Sacramento Street San Francisco, Calif. GArfield 1-4709

366 Madison Avenue New York, New York YUkon 6-9230



PLYMOUTH CORDAGE COMPANY

Put the Sell of Plymouth Rope in your store



You can sell 3 out of 5 shovel customers with "DYNALITES"

They have the sales appeal, the work appeal, the profit appeal to cover more of your market than any other dirt shovel.

Some customers want the cheapest shovel they can find—others need a heavier weight. But for 3 out of 5 shovel shoppers, a Dynalite is the best buy and the best value—it comes as close to being your one basic shovel as any in the business.

And it's easy to sell. Just put a True Temper DYNALITE in your customer's hand. He'll feel the perfect down-the-center balance that reduces fatigue...the comfortable, fire-hardened handle that wears longer... the hard, smooth blade that sheds dirt easier. Above all, show him how taper-forging puts metal where it's needed, eliminates deadweight, makes a Dynalite pound-for-pound the strongest shovel made.

Then tell him the price—and you've made a sale to a customer who'll keep coming back to the store where he gets value. Be sure you're filled in with DYNALITES—call your True Temper wholesaler. True Temper, 1623 Euclid Ave., Cleveland 15, O.

CUSTOMERS CAN FEEL THE TAPER-FORGED DIFFERENCE



Metal is thickest at the shoulders and neck where strain is greatest.

Medium thick at point and center for wear resistance and strength.

Thinner at edges for light weight, easy penetration. No dead metall

DYNALITE DIRT SHOVELS

No. DLR Round point, long handle No. DR ... Round point, **D** top No. DLS Square point, long handle No. DS ... Square point, **D** top

TRUE TEMPER.

your basic line...

your money line

YOU KNOW IT...

SUNSHINE + SPRINGTIME

VARMINT HUNTING TIME

TIME NOW TO THINK

ABOUT STOCKING UP ON VARMINT SEASON NEEDS

BE READY TO SHOW
THE ALL-ROUND RIFLE . . . Forester

the SAKO





PEEP SIGHT

\$154.40

HEAVY BARREL MODEL
WITHOUT REAR SIGHT \$162.50

Calibers: .243, .244, .308

- Weight: 6¾ lbs. Overall length: 42 inches.
- French walnut stock, high comb cheekpiece.
- Light weight, super accurate.
- The nearest thing to an all-'round rifle.

.. AND THE SAKO SPORTER





Calibers: .222, .218, .22 Hornet

Built on Sako's true, Short Mauser action, with exclusive tapered scope mounting blocks for fast changeover from peep sight to scope without loss of zero. Featherweight—6½ lbs.; bull-gun accuracy—barrels grouping over ¾" at 300' rejected at factory. Finest walnut stock with high comb and cheekpiece. Finely checkered. Supplied with Dual-Range peep sight and hooded ramp, front sight, \$135.00. With Mannlicher type stock at \$144.75. Heavy barrel model at \$145.00.

AND DON'T FORGET THE HANDGUNS . . .



NOW ONLY \$2990

Even though it is one of the best pistols on the market, it is also the least expensive. The cost of ammunition is less than a penny per round. It is the answer to the plinker's dream, ideal for hunting small game or for just plain "plinking".

GOT OUR LATEST CATALOG?

If you are not thoroughly familiar with the complete line of rifles, shotguns and pistols available from F. I., send for the complete illustrated catalog describing these sure-fire profit makers.





Compact, light weight, perfect balance, safety, are the features always found in the Star pistols. Available in three barrel lengths. An ideal handgun for the hunter, trapper and for all around "plinking". Beautiful blued finish.

FIREARMS INTERNATIONAL CORPORATION

DEPT. P-04

WASHINGTON 22, D. C.

POWER MOWER OWNER is a PROSPECT for this

1011 STARTER



- FITS MOST MOWERS OLD OR NEW
- PRACTICALLY ANY POWER MOWER CAN BE EASILY CONVERTED

Now the Speedy Starter creates a whole new concept of ease and convenience in power mower starting and at a nominal cost. The new patented principle creates even more positive starting action than conventional rewind starters. It turns the engine over faster — makes starting more certain.

A FEW EFFORTLESS TURNS OF THE HANDLE FLIP THE START LEVER AND THE ENGINE SPINS INTO LIFE

FULLY TESTED

The Speedy Starter has been completely field tested by engineers of both mower manufacturers and engine manufacturers. It has given continuous dependable performance for as many as 5.000 consecutive starts—the equivalent of approximately 15 years of normal use.

FULLY WARRANTED

A full one-year warranty is given on the Speedy Starter.

Ask your distributor for full information or write today for literature to:

Available in self-display packages for strong impulse merchandising. List price only \$9.98.



ormi boronnii y bar	LES CORP., 1635 Murray Ave., Racine, Wil
Please send me	
name of nearest distributor	Literature and full information on the Speedy Starter
NAME	
FIRM NAME	
ADDRESS	
CITY	STATE

Amerock BASIC STOCK

Tying in with the NRHA Turnover Handbook, here is a basic stock guide of Amerock Cabinet Hardware.

Since cabinet hardware is essentially a "style line"

many dealers will want to supplement this list with patterns and finishes popular in their locality. For a complete catalog and price list write Dept. SH94, Amerock Corp., Rockford, Illinois.

Illustrations	Amerock Catalog No.	Îtem	Unit	Carton Quantity	Recom. Stock	Retail Value	Cost
	CADINET	DILLE BACK HET					
-		PULLS—BASIC LIST			00		
	A-408-26	Modern, Chrome plated	1 ea.	10	20	.85	.51
408	A-326-26	Modern, Chrome plated	1 ea.	10	60	.40	.24
	A-427-D	Contemporary Black & Gold	l ea.	10	30	.55	.33
	A-427-E	Brushed Copper	1 ea.	10	30	.65	.39
	A-427-H	Polished Brgss	1 ea.	10	30	.65	.39
326	A-444-18A	Biack	l eg.	10	10	.39	.234
~ ~	A-444-41	Brushed Copper	1 ea.	10	30	.39	.234
	A-444-3	Polished Brass	l eg.	10	10	.49	.294
	A-444-26	Polished Chrome	1 ea.	10	30	.39	.234
		Colonial					
427	A-485-CB	Block	l ec.	10	30	.35	.21
754	A-485-AC	Copper	1 ea.	10	30	.40	.24
	AO-484-3	Brass (Solid)	l ea.	10	10	.75	.45
444	OPTIONA	L PULLS					
	A-104-26	Modern, Chrome plated	l en.	10	60	.40	.24
	A-424-D	Black & Gold	l ea.	10	30	.60	.36
485	A-424-E	Copper & Black	1 00.	10	30	.65	.39
463	A-424-C	Satin Chrome & Black	1 eg.	10	30	.69	.414
	A-427-C	Satin Chrome & Black	l ea.	10	30	.59	.354
	A-444-26D	Satin Chrome	l ea.	10	30	.39	.234
104	A-444-10	Satin Bronze	1 ea.	10	30	.39	.234
	CABINET	KNOBS-BASIC LIST					
424		Contemporary					
424	A-529-D	Black & Gold	1 ea.	10	20	.55	.33
	A-529-E	Brushed Copper	1 ea.	10	20	.65	.39
	A-529-H	Polished Brass	1 ea.	10	20	.65	.39
		Colonial					
-	A-508-CB	Black	1 ea.	10	20	.50	.30
529 508	A-508-AC	Copper	1 ea.	10	20	.55	.33
		Concave					
200	A-552-3	Brass, 11/2" Dia.	l ea.	10	20	.45	.27
110	A-554-3	Brass, 2" Dia.	1 ea.	10	20	.50	.30
40)	A-551-3	Brass, 1" Dia.	1 ea.	10	10	.40	.24
1	A-552-26	Chrome, 11/2" Dia.	1 ea.	10	20	.35	.21
***	A-554-26	Chrome, 2" Dia.	1 00.	10	20	.40	.24
552 530	A-551-26	Chrome, 1" Dia.	1 ea.	10	10	.30	.18
332	10 520 24	Chrome, 1 1/4" Dig.	1	10	20	46	.27
	AO-530-26 AO-525-26	Chrome, 1 % Dig.	l ea.	10	20	.45	.27
- 1	AO-530-3	Brass, 1 1/4" Dia.	l ea.	10	10	.45	.27
	AO-525-3	Brass, 1" Dia.	1 ea.	10	10	.40	.24
	20-323-3	5.033, 1 0.03.	1 43.	1.0	10	.40	
3301	OPTIONA						
	A-527-D	Black & Gold	1 ea.	10	20	.50	.30
A	A-527-E	Brushed Copper	l eo.	10	20	.60	.36
A	A-527-H	Polished Brass	l ea.	10	20	.60	.36
	A-527-C	Satin Chrome	1 ea.	10	20	.55	.33
	A-529-C	Satin Chrome	l ea.	10	20	.59	.354
	A-3301-D	Black & Gold Brushed Copper	l ea.	10	20	.65 .75	.39
	A-3301-E A-3301-H	Polished Bross	l ea.	10	20	./5	.45
	A-3301-H	Satin Chrome	l ea.	10	20	.75	.45
513	A-520-26	Polished Chromium, 11/2" Dig.		10	20	.30	.18
A V ~	A-520-26	Polished Brass, 1½" Dig.	1 ea.	10	20	.35	.21
	A-595-26	Polished Chromium, 2" Dia.	l ea.	10	20	.35	.21
	A-595-3	Polished Brass, 2" Dia.	1 ec.	10	20	.40	.24
	KNOR PA	CKPLATES—BASIC LIST					
			1	10	20	26	21
	A-513-3 A-513-26	Brass Chrome	l ea.	10	20	.35	.21
	A-513-18A	Black	1 ea.	10	20	.30	.18
			1 1 60.	10	20	.30	+10
	A-513-41	Brushed Copper	l ea.	10	20	.35	.21

FOR FAST TURNOVER

Illustrations	Amereck Catalog No.	Item	Unit	Carten Quantity	Rocom. Stock	Retail Value	Donle Cool
e i Alli		. BAGURIANTO					
		L BACKPLATES - (See Low					
	A-511-3	Bross	l ea.	10	20	.30	.18
	A-511-26	Chrome	I ea.	10	20	.25	.15
9700	A-511-18A	Black	l ea.	10	20	.25	.15
9783	A-511-41	Brushed Copper	l ea.	10	20	.30	.18
0 0 - 10	A-511-26D	Satin Chrome	l ea.	10	20	.30	.18
	A-513-26D	Satin Chrome	l ea.	10	20	.35	.21
	A-503-3	Bross	l ea.	10	20	.37	.222
3674	A-503-26	Chrome	l es.	10	20	.32	,192
9710	A-503-41	Brushed Copper	l ea.	10	20	.37	.222
B T	CABINET	CATCHES—BASIC LIST					
0	A-9700-2G	Friction Catches	1 eg.	20	100	.25	.15
100000	A-3680-2G	Friction Catches	l ea.	20	100	.15	.09
3680	A-9783-AL	Magnetic Catches	1 ea.	20	60	.40	.24
4 1	A-8572-CB	Bar Latch Catches	1 ea.	10	10	.75	.45
9 9	A-3675-2G	Elbow Latch Catches	l ea.	20	20	.25	.15
8572	A-9710-2G	Roller Catches	l ea.	20	60	.28	,166
19	OPTIONA	L CATCHES					
D 0	A-9714-2G	Friction Catches	1 ea.	10	100	.32	.192
13 1	A-9765-PT	Magnetic Catches	1 ea.	20	60	.40	.24
A Prime II	A-3674-3	Bullet Catches	Pkg. of 5	10 Pks.	20 Pks.	.35 Pkg.	.21 PI
	A-9485-CB	Push-Button Catches, Black	1 ea.	10	10	1.05	.63
9765	A-9485-AC	Push-Button Catches, Copper	l eo.	10	10	1.15	.69
Y	A-9745-3	Large Roller Catches, Brass	l ea.	10	10	.50	.30
9485 7638		HILLORG BASIS HET					
1402 6 1038		HINGES-BASIC LIST					
alle la	A-3082-26 A-3080-26	Surface Type—Offset—Chrome Surface Type—Flush—Chrome	1 pr. 1 pr.	10	20	.85	.51
		Semi-Concealed—¾" Inset					
	A-7638-26	Chrome	1 pr.	20	50	.73	.431
3 13 2002	A-7638-3	Brass	1 pr.	10	20	.75	.45
3082		Contemporary — Semi-Conceoled					
7636		3/s" Inset					
A .	A-7636-D	Black & Gold	1 pr.	10	20	.75	.45
9 4	A-7636-E	Copper & Black	1 pr.	10	20	.85	.51
A Managarange A A	A-7636-H	Brass & Black	1 pr.	10	10	.85	.51
	N-7 030-11	Colonial	, p.,			100	
MAN . NY	A-1638-CB	Semi-Concealed, Black, 3/6" Inset	1 pr.	10	20	.70	.42
	A-1638-AC		1 pr.	10	20	.80	.48
Standards III		Semi-Concealed, Copper, %" Inset		10	30	.75	.45
	A-1620-C8	H-Hinge, Offset, Black	1 pr.			.85	.51
V WHENER	A-1620-AC	H-Hinge, Offset, Copper	1 pr.	10	30		
1622	A-1616-CB	H-Hinge, Flush, Black	1 pr.	10	10	.70	.42
	A-1616-AC	H-Hinge, Flush, Copper	l pr.	10	10	.80	.48
· 4 4	A-1622-CB	HL-Hinge, Offset, Black	1 pr.	10	10	.90	.54
1638 1620	A-1622-AC	HL-Hinge, Offset, Copper	1 pr.	10	10	1.00	.60
2	A-1618-CB	HL-Hinge, Flush, Black	1 pr.	10	10	.85	.51
	A-1618-AC	HL-Hinge, Flush, Copper	1 pr.	10	10	.95	.57
CONTRACTOR OF THE PARTY OF THE	A-1605-CB	Strap Hinge, Offset, Black	1 pr.	5	10	1.20	.72
1 Significancy	A-1600-CB	Strap Hinge, Flush, Black	1 pr.	5	10	1.10	.66
	OPTIONA	HINGES					
1605							
•	A-7636-C	Semi-Concealed, 1/4" Inset, Satin	1	10	20	0.0	2.7
	A-7338-P	Chromium Semi-Concealed, ¾" Inset, Prime	1 pr.	10	20	.85	.51
		Coat	I pr.	10	20	.45	.27
	A-7638-26D	Semi-Concealed, ¾" Inset, Satin Chromium	1 pr.	10	20	.75	.45
1	A-7665-26	Semi-Concealed, ¾" Flush,					4-
		Polished Chromium	1 pr.	10	20	.73	.438
5988	A-1665-CB	Semi-Concealed, 34" Flush, Black	1 pr.	10	20	.70	.42
7338	A-1665-AC	Semi-Concealed, %" Flush, Copper	1 pr.	10	20	.80	.48
France Contract Contr	A-1605-AC	Strap Hinge, Offset, Copper	1 pr.	5	10	1.35	.81
	A-1600-AC	Strap Hinge, Flush, Copper	1 pr.	5	10	1.25	.75
	A-1205-2G	Conceoled Hinge, Zinc plated	1 pr.	10	20	.50	.30
	A-1210-2G	Concealed Hinge, Zinc plated	1 pr.	10	20	.50	.30
Pa 019		Concealed Hinge, Zinc plated	1 pr.	10	20	.50	.30
6	A-5146-2G			10	20	.65	.39
1210 5146	A-5146-3	Concealed Hinge, Brass ¾" Flush Door, Polished Chromium	1 pr. 1 pr.	10	10	.73	.438
1210	A-5988-26						



Quick turnover on Oxco's Red Breast Whisk Broom at 69¢ makes it well worth your while to sell up to this genuine palmetto whisk. Its uniform quality—whisk after whisk—and its untold uses around the home, workshop, car or office make it a brush that appeals to any and all of your customers, male or female. Sure-fire evidence of its popularity is the fact that customers all over America purchase almost 1,000,000 Red Breast whisks each year! Check your stock right now on this nationally advertised whisk, then... SEE YOUR JOBBER!





to a carton, or, at a slightly higher price, one

dozen to a printed display carton.

Warm Morning does it AGAIN!



Warm Morning Helps You Buy... Helps You Sell!

With Big Early Stocking and Anticipation Discounts, plus a Fall dating plan, your WARM MORNING Distributor makes it easy for you to stock and sell WARM MORNING Coal Heaters.

Powerful broadside mailing program plus other dealer advertising and merchandising aids help you move WARM MORNING Coal Heaters off your sales floor quickly and profitably.

ASK YOUR DISTRIBUTOR OR WRITE FOR FULL DETAILS

LOCKE STOVE COMPANY

114-S West 11th Street Kansas City 5, Missouri AND INCINERATORS AND MOORE'S GAS HEATERS

MANUFACTURER OF WARM MORNING HEATERS

Warm Morning dealers have sold over 2,000,000 Coal Heaters

1958 was the best post-war sales year for WARM MORNING dealers. Dealers look for sales to go up again in 1959. Why? Because now the WARM MORNING Coal Heater line is bigger (more models to sell) and better (more features to sell) than ever before. WARM MORNING's exclusive 4-flue firebrick lining and the reputation of the WARM MORNING name are your best investments in more sales, more profits.

Only Warm Morning has

"4-Flue

Firebrick"

BIGGER VOLUME and PROFIT IN ANY MARKET







SUPERIOR.

COMPETITIVE JETSTARS*

No sacrifice in quality or reduction in features, despite low price

1/2 h.p. shallow well pump only, \$80.75 retail 1/2 h.p. packaged with 13 gallen tank, \$106.75 retail

You CAN build volume and profit in a highly-competitive situation, insure complete customer satisfaction, and keep service calls to an absolute minimum. The answer is the Rapidayton Jetstar, the high quality water system at a low price. Fully packaged, available in shallow well and convertible models, the Jetstar has most of the features which have made the Rapidayton Champion famous. There is none of the short-cut construction which characterizes most "economy" pumps now on the market. (NEW: Vertical Jetstars in 1/3 and 1/2 h.p. models!)



1. Heavy-duty, standard NEMA 56-frame motor (not "partial" 48-frame special job). 2. Open, separate motor mounting bracket (end bracket of motor not part of pump, requiring pump to be disassembled for motor service). 3. Bronze (not plastic!) impellers, nozzles, venturis. 4. Stationary bronze wear ring (eye of impeller does not operate in cast iron, rubber or plastic). 5. Bronze nozzle and venturi (not plastic or rubber) hold precise dimensions over long periods of operation. 6. Efficient Quad Volute diffuser integrated with cast iron pump body (no plastics used; no special extra parts to stock and require service).



Industry-Leading DELUXE CHAMPIONS*

Deluxe and in Demand-for MAXIMUM Volume and Profit

Since 1955 the most imitated jet line, but still "Champion," are the completely deluxe Rapidayton Champions. Vain efforts have been made to copy features, models, tank sizes, and even series names. But after all this, Rapidayton Champions are still the most modern, still first in deluxe jet sales, and still first in "built-in" profit. No one has been able to approach their simple and functional design, interchangeability of parts, outstanding performance, and dependability of operation. Both the Shallow Well Champion (capacities to 1730 g.p.h.) and the Convertible Champion (capacities to 810 g.p.h.) are packaged with horizontal and vertical tanks; both have 56-frame heavy-duty capacitor motors and Quad-Volute self-priming design. Original, patented Quick-Connect flange on the Convertible.



Do business with your Rapidayton wholesaler

JET PUMPS

multi stage



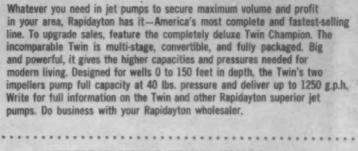
MODERN, VERSATILE TWINS the perfect jet systems for new homes and modernization jobs

Completely packaged 2-stage, priced with many deluxe single-stage jets



The Twin Champion is available as a pump only, with 13 or 30 gallon horizontal tanks, or in 42 or 52 gallon vertical tank FHA* models. Tanks are hot-dip galvanized inside and out; and, like the pumps, are coated with gleaming, protective, clear vinyl. Packaged systems are ready to install just as they come from shipping carton.

*Farm and Home applications



VERTICAL MULTI-STAGE PUMPS tailor-made for over-the-well installations

Vertical Champion single and two-stage for depths 20 to 150 feet, with capacities ranging up to 1220 g.p.h. Easy to install with exclusive recessed base.



Super Champ—two and three stages, for depths 20 to 200 feet. Advanced axial flow principle. Capacities to 1350 g.p.h., pressures to 87 lbs. AkL BRASS internal construction.





The Tait Manufacturing Company, Dayton 1, Ohio Established 1908 as The Dayton Pump and Manufacturing Co.

What you're really buying from your Lamson distributor



"Special delivery" fastener service

Fast, round-the-clock delivery service is just one way your local Lamson & Sessions Distributor helps you keep production on schedule and costs in line. In addition, you get these PLUS BENEFITS:

Reduced Purchasing Costs — Local deliveries save freight costs. And you reduce follow-up costs and paper work through one-source buying.

Inventory Savings—Complete distributor stocks, close by, reduce your own investment in fastener inventory...cut your warehousing and handling expense.

Production Continuity—You save production delays due to "out-of-stock" items, No waiting for production-run quantities.

For the finest in fastener quality, choose from the *complete* Lamson line. Your Lamson Distributor matches this superior quality with superior service!



Your Lamson Distributor stocks Cap Screws, Machine and Carriage Bolts, Hex and Square Nuts, Machine Screws and Stove Bolts in a wide range of sizes and types.



LAMSON & SESSIONS

5000 TIEDEMAN ROAD . CLEVELAND 9, OHIO

Plants in Cleveland and Kent, Ohio . Chicago and Birmingham



WHY A SINGLE SOURCE* OF CASTING LINES IS AN ADVANTAGE TO YOU

*SUNSET, OF COURSE. Because you have a positive sales advantage when you can sell-up to the premium price-premium profit lines. Having just one quality brand, represented at each price level, makes it easier for you to show your customers the difference in each line. They can see clearly what they get for just a little more. Then too, one-supplier ordering is easier... means prompt deliveries, better inventory control...all together, simplified casting line sales!

How Sunset covers casting line types and price ranges

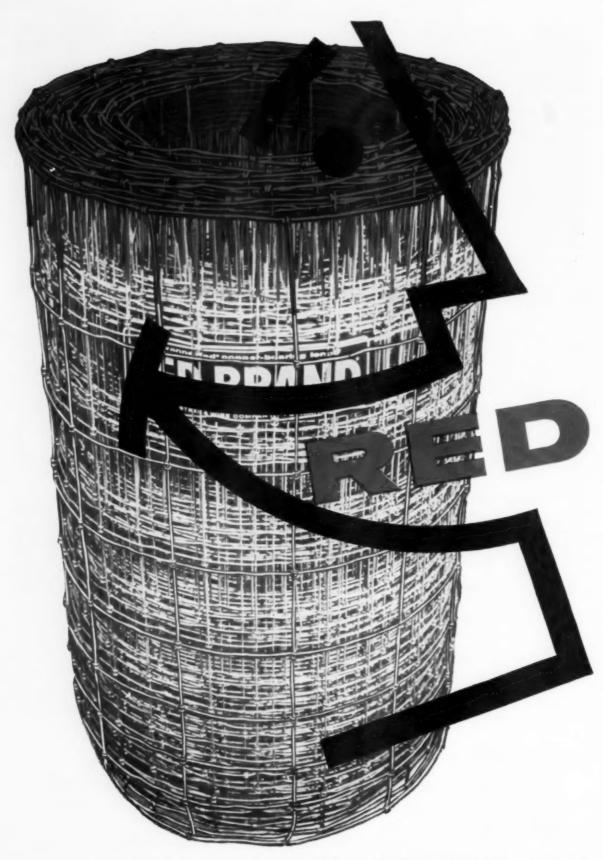
LINE List Price	CORAL KING original coral color \$1.65	CASTMASTER small diameter nylon \$1.45
LINE List Price	MERMAID new, 100% dealer mark-up line \$1.45	BLACK MAGIC braided nylon \$1.10
LINE List Price	DOLLAR popular, all-purpose \$1.00	HALF DOLLAR Ideal kids' line \$.50*

50 yard spools of 15 lb. test chosen for price illustration purposes. *Special 75-foot spool.



Sunset Lishing lines

CASTING • TROLLING • SURF SQUIDDING • MONOFILAMENT • FLY LINES



How to make a roll of fence shout

BRAN

We do it by dipping each roll of fence into a vat of red paint. The fence comes out shouting "RED BRAND"." Everyone sees the top red wire; everyone knows it identifies RED BRAND.

Any roll of fence woven with the skill of Keystone craftsmen has the urge to shout. It wants to tell users it's made of the finest wire and Galvannealed® for longer service.

No matter where you display or store RED BRAND, your customers know at a glance you sell the best. That's because RED BRAND is the best advertised fence on the market. We're constantly telling your customers why Keystone is the best: in leading farm magazines, on radio and television. The red top wire is their warranty.

No wonder RED BRAND is preferred by more farmers in leading stock and grain raising counties than any other brand ... in some cases it's the favorite by more than 5 to 1.

You'll find the same strong preference for the barbed wire with the bright red barbs. And the steel posts with the red at the top...RED TOP®

Ask yourself the question. Why sell less when you can sell more of the best? One trial of RED BRAND will convince you.

KEYSTONE STEEL & WIRE COMPANY Peorla 7, Illinois

Red Brand Fence • Red Brand Barbed Wire • Red Top Steel Posts • Nails Baler Wire • Non-Climbable Fence • Keyline® Poultry Netting • Gates



The only fence line that sells on sight

UADDWADE WEEV

HARDWARE WEEK



WALL MOUNTS SEPARATELY, OR ATTACHES TO CAN OPENER WALL BRACKET



GIVE YOUR CUSTOMERS regular 79° SWING-A-WAY

MAGNETIC BOTTLE OPENER

3 3 3

WHEN THEY BUY

SWING-A-WAY MAGNETIC

at regular price of \$2.98



Guaranteed by Good Housekeeping

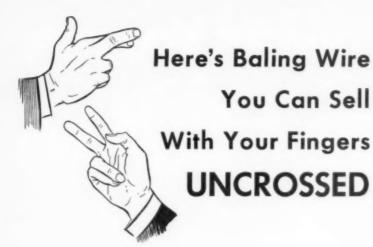
Order the No. 66 Deal now. Includes 6 No. 307WM, white enamel Magnetic Can Openers, and 6 No. 107 Magnetic Bottle Openers. Total retail value \$17.88, less regular discounts.

FIRST IN SALES



FIRST IN VALUE!

SWING- A-WAY MANUFACTURING CO. . 4100 BECK AVE . ST. LOUIS 16, MO





A dealer in Texas wrote telling of selling some cheap, off-brand baling wire to a farmer who had bought a hay baler. Two boxes of the stuff wore the baler mechanism more than 100 boxes of baling wire made in U.S.A. which met specifications determined as best by the American Society of Agricultural Engineers.

Not only was the farmer unhappy with the baler, but also mad at the dealer. Both found out the hard way that it was the wire and not the baler, and that just a little more on the price would have bought top-level quality baling wire and saved far more than the difference.

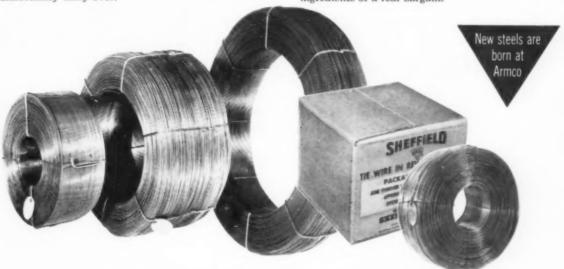
No dealer can offer a bargain unless the price is enough to cover the cost of quality.

Another dealer tells us his big problem is to predict how much baling wire will be used in any given season and that delayed delivery of off-brand wire from unknown far-away sources can lose business and cause unnecessary carry-over. You can offer Sheffield baling wire with your fingers UNcrossed because top quality is put in by nearby neighbors of yours before the dependable and well known Sheffield of U.S.A. trademark is put on it. Quality checks from molten steel in the furnace to the finished coil insures this.

You can offer Sheffield baling wire and be sure of it being in your hands when your customers need it even when you underestimate needs. Shipment from Sheffield's strategically located plants is made within hours after you place your order.

Should you overestimate the needs of your customers, you can be sure that any carry-over of Sheffield Baling wire will not deteriorate in quality. Thanks to Sheffield's special packaging rust is no threat. Within each package is a wrapping that releases a protective vapor that keeps the wire rust-free.

Give us your best estimate of your needs and we'll give you a price that covers quality and service—the main ingredients of a real bargain.



SHEFFIELD DIVISION



ARMCO STEEL CORPORATION

OTHER DIVISIONS AND SUBSIDIARIES: Armoo Division - The National Supply Company - Armoo Drainage & Metal Products, Inc. - The Armoo International Corporation - Union Wire Rope Corporation - Southwest Steel Products

You get what you pay from SAM

SPOT-CORD.

The most profitable cotton cord you can sell.

LONGEST. WEARING SASH CORD MADE

BAGGED and **TAGGED**

- POLYETHYLENE bag keeps cord clean, makes attractive counter display.
- TAG tells how to replace sash cord.

. . . EXCELLENT FOR

Clothes line Household cord Many uses indoors and out.

ALWAYS SPECIFY Samoon

BRANDS

for and more 50 N ... here's why...

AETNA
all-purpose
SASH CORD

Guaranteed BALANCED CONSTRUCTION...

(each strand has the same number of threads, same quality, same size as every other strand) for...

- CUSTOMER SATISFACTION
- GREATER DURABILITY

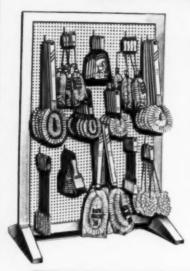
Only from SAMSON do you get all this

- ◆ Modern Packaging
- Most durable cords
- Colorful consumer advertising
- Guaranteed Balanced Construction
- Point of Purchase displays and tags

SAMSON CORDAGE WORKS

BOSTON 10, MASS.

PROFIT-PAK" BRUSHES for PROFIT-PACKED SALES



No. 1750 PROFIT-PAK Household Brush Merchandiser

12 Different Styles 171/2 dozen Modern Brushes for Everyday Cleaning Needs

Pegboard display, colorful top sign and fixtures-Free

A Complete Selection of Household Brushes #1319 Vegetable #215 Pastry #6000 Bottle #216 Percolator #30 Bowl #97 Bath #1318 Vegetable Two Way Kitchen #7000 Bottle #225 Bowl Flamingo Whisk

Dish Mop

Order From Your Jobber - Now!

No. 24 PROFIT-PAK Floor Brush Merchandiser featuring

- 6 only 14" PITT Floor Brushes Black Tampico Fibre
- 6 only 16" PITT Floor Brushes Black Tampico Fibre
- 6 only 18" FEARLESS Floor Brushes Horsehair Border, Tampico Center
- 6 only 18" PAVEMENT Garage Brushes Stiff Palmyra Fibre

60" Handles with all brushes Bright metal stand and two-color top sign-Free



DON'T FORGET WRIGHT-BERNET, INC. 1524 Bender Ave., HAMILTON, OHIO Il, it's Brushes!-"Wright-Bernet"



No. 470-285 pts.
VOLUME MASTER
COMPLETE TOOL DEPT.
SOCKET MASTER
SET ASST.

SAVES 8
FACTO
Materia

You get sales action like never before... because these New Streamlined Assortments are composed entirely of Sales-proved "Wall-ettes" that are producing top volume in thousands of stores today.

Moreover . . . only tools in heaviest daily demand are featured . . . Fine Quality, Nationally Advertised Challenger Tools at low popular prices that make dollars turn F-A-S-T.

Also note these Extra Dealer Advantages . . . 1) 100% SELF-SERVICE PERMANENT METAL DISPLAYS (with slide-in price markers) cut sales costs to rock bottom . . . 2) DISPLAYS ARE FURNISHED FREE with Assortments . . . 3) PROMPT REFILLS FROM SUBSTANTIAL JOBBER STOCK means less investment in "back-up" inventory . . . 4) EXTREME COMPACTNESS OF "WALL-ETTES"

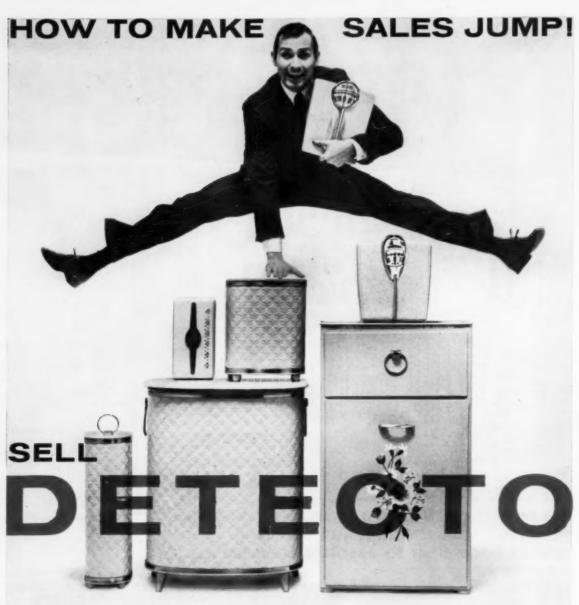
saves space, permits endless group arrangements . . . 5) EVERY TOOL IS FACTORY GUARANTEED for Precision Manufacture, Fine Finish, Quality Material.

ASK FOR DETAILS TODAY on these New Low-Cost, Volume Turnover, Ultra Streamlined Challenger "Wall-ette" Assortments (Or select your own Assortments from 42 Individual Units). CONTACT YOUR JOBBER or write

PLNENS TOOL CORP., SCHILLER PARK, ILLINON

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SHOVELS ARE

Ames has the exclusive solid shank—shock band construction. Made from one solid bar of steel. One horizontal rivet 3 inches down socket. Where most shovel handles break, Ames eliminates rivet holes. No breakage of important wood fibers at

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HERE'S AMES FAMOUS DOUBLE TAPER FORGED- SOLID SHANK

SHOCK 1st Stage BAND 2nd Stage 3rd Stage HIGH BEND ONE RIVET 3 PERFECT BALANCE 4th Stage DOWN SOCKET SOLID STEEL SHANK DOUBLE TAPER FORGED Another AMES Exclusive Back to Point - Center to Side **FULL METAL JACKET** Armor-D Handle IN ALL THIS WORLD ...

PONY — In recent years—forty millions of this brand have been purchased, attesting to the fact that it is truly America's leading quality shovel. For heavier weights in this solid shank construction specify **BRONCO** or **HUSKY**. These are available with turned step at no extra cost.

... THERE ARE NO FINER SHOVELS!

TAPER FORGING

TAPERED



WAYS

Not just from back to point – but also from center to side.

HERE'S AMES FAMOUS DOUBLE TAPER FORGED-HOLLOW SHANK

... when selecting shovels ... check the quality features of AMES

SHOCK BAND

ONE RIVET 3"
DOWN SOCKET

STEEL + LITE

Retails \$5.00 (in L. H. R. P.)

PERFECT DOWN
CENTER BALANCE

LIGHTWEIGHT

FORWARD STEP

FULL LENGTH

DOUBLE / TAPER FORGED

IT COSTS ONLY PENNIES MORE THAN ORDINARY SHOVELS. YET OFFERS YOUR CUSTOMERS SO MANY MORE ADVANTAGES.

Here is a lighter weight shovel with most quality features found in the Pony brand. Designed for the average person—it has a forward turned step for shoe protection. Perfect down center balance for ease of handling, and the blade—unconditionally guaranteed.

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PARKERSBURG WEST VIRGINIA

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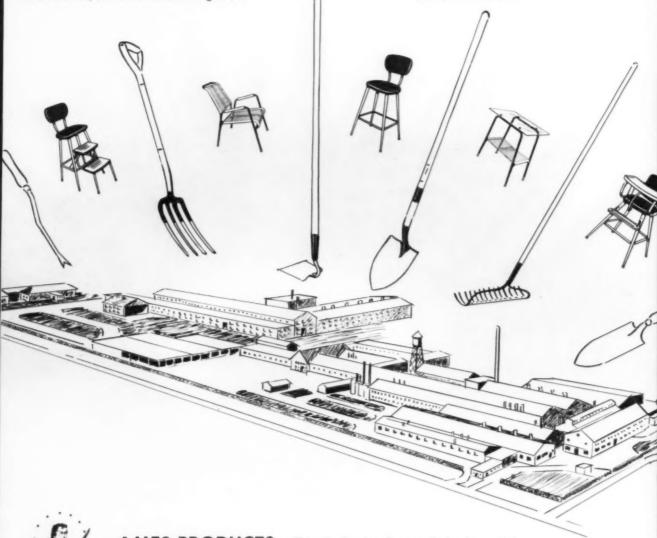
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Modern living with Ames Aire casual furniture. Utility and safety with Ames Maid stools, carts and juvenile furniture. Lawn care with Rotary lawn shears, rakes and cultivating tools.

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Now, as in 1774, Ames is the name. In mining, road building, factories, wherever quality shovels are used Ames is the choice.



AMES PRODUCTS: Shovels, Spades, Scoops, Forks, Hoes, Rakes, Hand Garden Tools, Weed Tools, Rotary Lawn Shears, Post Hole Diggers, Replacement Handles, Winter Tools, Ames Maid Household Furniture, and Ames Aire Casual Furniture.

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THE WORLD'S LARGEST SHOVEL MANUFACTURER
Parkersburg, West Virginia

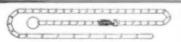




from the everyday need for Farm Chain by selling ACCO farm chain items like these!

• Every day there are pulling, binding and lifting jobs around a farm that call for the use of chain and chain alone. Turn your farm customers' needs into your profits by stocking and displaying a full line of AMERICAN CHAIN items on your shelves and counters.

AMERICAN CHAIN offers the widest selection of chain and chain attachments to answer any farm job. Shown here are just a few items in this selection, All are made to the highest standards of material and workmanship by the largest chain manufacturer in the United States. All conform to the famous ACCO standard of matched quality—meaning any ACCO attachment is designed and manufactured to the same standard of quality as the chain itself. As a result, when a customer buys chain, sell him an ACCO attachment that will give him a complete chain assembly of maximum strength and safety.



AMERICAN TRACE CHAINS

Available in regular pattern -612, 7, 714 ft.; heavy pattern -7, 712, 8 ft. With ring and end links or with hook and end links. 5 pairs to a bag.

ELWEL HANDY CHAIN

66 inches long with welded ring on one end, swivel snap on the other. Coppered or bright zinc plated. Elwel Handy chains are packed 10 to a carton.



Grab hook on one end, slip hook or ring on the other. Order with or without swivel. Five sizes: '4" to %". Self-colored. Packed one in a bag.

REPAIR AND

A fast way to join chain temporarily. Also useful for attaching end links, hooks, swivels, etc., to small chain. Bright or hot galvanized finish. Packed in cartons.

GRAB HOOKS and SLIP HOOKS For use on log and other

utility chains.

9 sizes - ½" to 1" dia. Both
types are drop-forged. Natural finish.

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For joining welded chain. Use one size heavier than chain size. 3/16" to 114". Natural finish.



PUMP CHAIN

In size No. 6 only, hot galvanized finish only. Chain is galvanized after it is made for real rust resistance. Packed 100 lbs. to the bag.



TENSO WELL CHAIN

Tenso Special Well Chain comes in bright zinc plated finish only and in one size— 2/0. Packed in cartons of 250 ft.

9

ELWEL WELL CHAIN

Available in bright, bright zinc plated and hot galvanized finish. In five sizes—3, 2, 1, 1/0 and 2/0. Packed in kegs of 500 ft., cartons of 250 ft.

TENSO HALTER CHAIN

Has adjustment ring, wire toggle and snap. Also two snaps or two toggles. Nos. 6/0, 4/0, 3/0, 2/0, 1/0. Bright or bright zinc plated. 10 to carton.

Commence of the Commence of th

TENSO TIE-OUT CHAINS

In four sizes—1, 1/0, 2/0 and 3/0. Two lengths—20, 30 feet. Swivel every 10 feet. Bright or bright zinc plated. One chain to carton.

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ORDER FROM YOUR DISTRIBUTOR

 Contact your American Chain distributor for complete information about these items or write our York,
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American Chain Division AMERICAN CHAIN & CABLE

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Sales Offices: "Atlanta, Boston, "Chicago, "Denver, Detroit, "Houston, "Los Angeles, New York, Philadelphia, Pittsburgh, Indicates Warehouse Stocks "Portland, Ore., "San Francisco



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Eagle high-quality oilers and cans are made in all styles and sizes, for every purpose. Efficient design and sturdy construction assure economical, lasting service.



Steel Bench Oilers

for the mechanic, engineer, plumber, machinist, car owner, . flexible, straight or angle spouts.



Household Oilers

for home or office use in oiling sewing machines, fans, hinges, washing machines, typewriters, etc.



Hydraulic Pump Oilers

keep moving parts of tractors and other large equipment running smoothly . . . flexible, straight or angle spouts.



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fit holders on practically all farm machines . . . dependable, inexpensive.



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#66 All-Purpose Pistol Grip **Oilers**

modern-design oilers of many uses. one drop or a full stream of oil.



for heavy factory use ... flexible, straight or angle spouts . . . optional seal tip prevents leaking.



Guaranteed 5 years. inexpensive . versatile uses sturdy con-

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handy for all tool kits ... for oiling meters, gauges, and many other factory uses.



Welded Steel Supply Cans

storage and filling cans for railroads, mills, fac-tories, mines, foundries.



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approved by Underwriters Laboratories and Factory Mutual . . . safe for handling all flammable liquids . . . trigger or free-swing handle types.



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one piece seamless drawn dome shaped .. no top seam ... no side seam . . . made from 26 gauge galvanized steel



"A" Line All-Purpose **Galvanized Fillers**

dependable, practical, reasonably priced ... meets all filler requirements for power-driven garden and farm implements

ORDER FROM YOUR SUPPLIER Write for free catalog showing the Complete Eagle Line



AANUFACTURING COMPANY, Wellsburg, W. Va.

Serving the Trade Since 1894

ALL EAGLE Pump Oilers Guaranteed 5 years!

GET THIS GREENLEE ZIP BIT SET FREE with each BONUS PAK No. 333

You get EXTRA PROFIT by ordering now! Bonus Pak selected for fast turnover!

BONUS PAK No. 333 INCLUDES

ZIP BIT sets

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Each set packaged in colorful display carton with clear acetate cover . . . creates impulse sales . . . outsells conventional "roll" sets. Set contains six ZIP BITS ... one each 3/8", 1/2", 5/8", 34", 1"... with free bit holder for your customer.

20 ZIPBITS

individually carded

Self-service metal display comes to you with 20 ZIP BITS individually carded: One each 3/4", 7/6", 9/6", 11/6", 13/6", 15/6" . . . 1wo each 1/4", 3/8", 1/2", 5/8", 3/4", 7/6", 1".

plus 1

FREE set

retails 50

plus 1

self-service display

DEALER COST ONLY \$21.57 DEALER SELLS FOR

DEALER BONUS PAK PROFIT \$14.68

equals 40% off list

ZIP BIT has exclusive

hex shank . . . bores in any wood, at any angle, any speed . . .

INDIVIDUALLY CARDED BITS SELL FOR 60c, 65c, and 70c ORDER FROM YOUR WHOLESALER NOW . . . offer expires July 1, 1959

GREENLEE TOOL CO.

1840 Columbia Ave., Rockford, Illinois



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Brighton DELUXE CLOTHING by HODGMAN

FOR THE SPORTSMEN
WHO WANT REAL QUALITY
AT A POPULAR PRICE

- . 100% WATERPROOF
- . ALL MEDIUM WEIGHT

A No. 195-FULL LENGTH BRIGHTON® PARKA SHIRT

Offers complete head-to-toe protection against wind and rain. This lightweight shirt is made of fine count tan-dyed fabric with a flexible rubber coating. Has parka hood with elastic drawstring, dark zipper neck opening backed by water-proof gusset. Full skirt gives 100% protection even when sitting. Elastic at vrists.

COLOR: OLIVE DRAB WEIGHT: 2 lbs. LENGTH: 50"

B No. 196-% LENGTH BRIGHTON® PARKA JACKET

A 100% waterproof medium weight garment made of fine count tan-dyed sheeting coated with a soft, flexible, abrasion-resistant rubber surface. Has full opening dark zipper front backed with a flap for weather protection. Comfortable parka hood with elastic drawstring. Fully cut raglan shoulder sleeves, with elastic at wrists. Has breast pocket and extra large pocket on right front. Guaranteed 100% waterproof.

COLOR: OLIVE DRAB WEIGHT: 2 lbs., 2 ozs. LENGTH: 40"

C No. 197-BRIGHTON® PARKA SUIT

Here is complete protection plus comfort and full freedom of action. Made from fine count tan-dyed sheeting with a soft, flexible, obrasion-resistant rubber coating. Jacket has comfortable parka hood with elastic drawstring, dark zipper neck opening, adjustable snap fasteners at wrists, raglan shoulders and drawstring bottom. Trousers have drawstring at waist and adjustable snap fasteners at ankles.

COLOR: OLIVE DRAB WEIGHT: 2 lbs., 14 ezs. LENGTH: 29" No. 197 Complete Suit No. 197J Jacket Only No. 197T Trousers Only

D No. 199-BRIGHTON® JACKET

This garment has all the fine qualities of our 1971, except that it has a full dark zipper front and elastic at wrists. In addition to waterproof protection, it provides complete freedom of motion. Made from fine count tan-dyed sheeting with a soft flexible abtrasive-resistant rubber coating. May be worn with 1971 Trausers.

COLOR: OLIVE DRAB WEIGHT: 1 lb., 14 ozs. LENGTH: 29"

SIZES: All available in Small, Medium, Large, Extra Large

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NOW! each EVANS POCKET TAPE comes packaged in



THE GREATEST IDEA FOR PACKAGING AND MERCHANDISING IN YEARS!

"HOLSTER-PAK", the greatest merchandising advancement in packaging of the decade, is the perfect blend of product, package, promotion, and utility. This sturdy leatherette tape-holster clips on the belt and keeps the tape handy on the job at all times. Your customer actually gets the holster, a 50¢ value free, and at no advance in the price of the tape!

Now, all Evans pocket tapes (except Thin-Tape) come to you ready-packaged in this sensational formfit "Holster-Pak", each mounted on an individual pegboard card that can also stand by itself on the counter or in the window.

And to help you put "Holster-Pak" across big, Evans has developed a revolutionary new point-of-sale "Ferris Wheel" display - the first display piece made specifically for mounting on pegboard, and to stand on the counter, too. It has action . . . it has sound . . . it has SELL! Ask your jobber about it!





FACTORIES AT ELIZABETH, N. J. & MONTREAL, QUE.

PRICED FOR VOLUME!



Here are the brushes, the displays and the special prices you need to move more brushes across your counters...for more profitable volume.



No. 5712 SPINNING-SUDSING CAR & HOME WASHER In colorful display box! The brush of a dozen uses, already set-up to sell in its eye-catching display. With spinning head, sudser and handy shut-off valve. Packed half dozen to display shipper; handles included. Shipping weight: 18 lbs. per dozen. \$6.95 value. \$98

No. 5637 SPINNING CAR & HOME WASHER Spinning head; handy shut-off valve. Comes in display shipper. Regular \$4.49 retail. Special for Hardware Week \$2.98. "STANDARD" CAR & HOME WASHER Handy shut-off valve. Comes in display shipper. Regular \$2.39 retail. Special for Hardware Week \$1.98.



all plastic—lasts longer, sells faster. White bristies, polystyrene block. Packed 1 dozen in display shipper, equally assorted red, turquoise, yellow. Shipping weight: 1½ lbs. per dozen.

Regular retail \$1.00.

Special for Hardware Week





NO. 5664S VEGETABLE & HAND BRUSH TWO-FOR-ONE SALE!

Double value, double volume, double profits. Lightweight, all polyethylene vegetable and hand brushes. Packed 3 dozen sets of 2 brushes banded together. Shipping weight: 4½ lbs. per dozen.

Regularly 29¢ each

2 To Special for Hardware Week



EMPIRE BRUSHES, INC., PORT CHESTER, NEW YORK, ALL YOUR BRUSHES FROM ONE DEPENDABLE SOURCE

LET US SELL HACKSAW BLADES FOR YOU

We'll do it with one of hardware's best known brands—Black Diamond—plus this free display

For years, Black Diamond has been among the best known and most respected brands in the hardware field. It's been first in files sales, as you know.

Now this brand appears on hacksaw blades. It identifies the best blade buy for your customers. And to make sure customers see them, we give you a bright, permanent display free with the Number 80 Assortment.

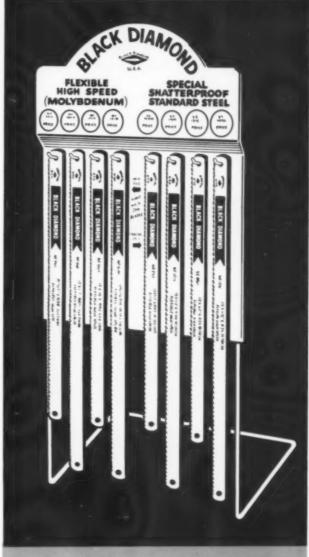
Let us start selling hacksaw blades for you now. Order your Number 80 Black Diamond Assortment today. Your wholesaler has displays and blades in stock for immediate delivery.

MR. RETAILER: HERE'S WHAT YOU MAKE ON THIS DISPLAY

Your Cost . . . \$15.48 Retail Value . . . 23.50

Your Profit . . . 8.02-or 34.1%

Place this page in your want book-or call your wholesaler now.



The Number 80 Assortment includes this balanced stock of fast selling hacksaw blades

	Code	Specification	ifications (seth per la.	Quantity No. 80 Ass't
	BDF 1018	10"	18	5
Flexible High Speed (Molybdenum)	BDF 1218	12"	18	5
	BDF 1024	10"	24	5
	BDF 1224	12"	24	5
Special Shatterproof Standard Steel	BDS 1018	10"	18	15
	BDS 1218	12"	18	15
	BDS 1024	10"	24	15
	BDS 1224	12"	24	15

BLACK DIAMOND

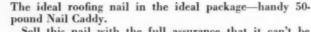


NICHOLSON FILE CO., PROVIDENCE, RHODE ISLAND



DESTEEL TRANSMENT LEAD HEAD NAILS*

*Made under patent number 2077784



Sell this nail with the full assurance that it can't be over-driven; that its head will not fly off because of contraction or expansion of roofing during weather changes or high winds; that the lead head will spread and seal the nail hole to prevent leaks.

Display DIXISTEEL Lead Head Nails where customers can see them—and watch sales grow!

Order from your wholesaler or jobber.

Free samples on request!

Packed in 50-Pound Nail Caddy

EASY TO DISPLAY . EASY TO HANDLE . EASY TO STORE

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Southern HARDWARE

For a Better Understanding...

THIS IS THE 21st consecutive year in which SOUTHERN HARDWARE has devoted a special issue in April to the wholesale hardware trade. Over that span of time it has been the privilege and the objective of this publication to record and interpret the processes of change that any significant industry experiences as it grows in strength and service.

During those years we have spotted a number of trends, modestly helped to encourage some good ones, and have lent our efforts to changing the course of others which lacked merit or apparent benefit for the industry at large.

In this period we have recorded and analyzed also the critical appraisals of hardware wholesaling, the suspicions of its usefulness. We have tried to assess realistically its problems as well as its points of strength.

To help accomplish this we have called upon frequently the true experts—the manufacturers and wholesalers and retailers themselves—to use our editorial pages as a forum from which to express those ideas and beliefs which make for progress.

Our efforts have been based upon a firm conviction that hardware wholesalers, in connecting manufacturer and retail dealer, help provide the most efficient and economical method of moving hardware products to the ultimate consumer.

The primary purpose of these special issues has been to acquaint both retailers and manufacturers with the functions of the wholesaler, to make crystal clear the value of his services. We believe these issues have helped to bring about a better understanding, while promoting, at the same time, increased efficiency and economy in hardware wholesaling throughout the South.

In recent years, hardware wholesalers have been confronted with serious problems. Profits have been caught in the squeeze between constantly rising costs and fixed margins. Competition from other types of distribution has expanded, and there has been a further need for assistance to retailers, particularly with their problems of promotion and merchandising.

Hardware wholesalers over the South have faced up to these problems, and at great effort and expense are finding the solutions which, in turn, make even stronger the traditional chain of hardware distribution. Following pages in this special issue highlight some of the things which are being done.

The Editors

The Wholesaler's Distribution Job

... and what it requires





The vast range of products covered by a wholesale hardware inventory is indicated in this photograph showing Russell Proctor, president of Belknap Hardware & Mfg. Co. with Carl N. Hill, one of the outstanding salesmen representing Belknap in the Okmulgee, Oklahoma territory, looking over the company's huge 4,800 page catalog.

A T THE MOMENT a retailer places an order for merchandise with a wholesaler salesman he sets in motion a complexity of procedures and operations, all having the final purpose of assuring delivery of that merchandise to the dealer's store with maximum efficiency.

In essence, that is the wholesaler's distribution job—one that is necessarily complex in many of its phases, for opportunities to take short cuts in the handling of merchandise are few. The warehousing function must be performed; buying, inventory control, sales administration, and a multitude of other tasks must be carried on. The requirements of the job, when examined in detail, are staggering, but none of the functions can be eliminated if retailers are to receive their merchandise swiftly, accurately, and, above all, at minimum cost. Throughout everchanging economic atmospheres, hardware wholesalers have fulfilled these requirements, providing a distribution system more efficient than anything else yet devised.

Yet, the very nature of the industry compounds the difficulties which wholesalers face. Hardware itself almost defies definition. When a code committee of hardware wholesalers in Washington in 1934 was asked for such a definition by an NRA administrator, there was some scratching of heads with no answer forthcoming. Finally a Belknap executive lifted a copy of the company's weighty salesmen's catalog and said: "There's the only definition I know."

In truth, a hardware inventory comprises such a large number of more or less unrelated lines that the term "hardware" cannot be defined. The typical wholesale hardware house carries in stock some 30,000 to 40,000 or more different items, considering various sizes and types. It is the most widely diversified line of merchandise to be found in any type of wholesale business.

This adds to the problem of buying and stock control, functions made still more difficult by reason of the fact that hardware, for the most part, is the most "durable" of all durable goods lines. Consumer repeat demands come very slowly—in striking contrast to such lines as soft goods, foods, etc. Turnover is necessarily slow, the average rate of stock turn being only about four times a year.

The typical hardware wholesaler requires a vast expanse of floor space to house his wide range of slow-moving and often bulky merchandise. He has a heavy capital investment in proportion to sales. His personnel, for the most part, must be people who have had years of experience with this line. And now, to further complicate the job, he is faced with the necessity of delivering the merchandise he sells; and even in many cases, helping the retailer with his merchandising job.

The hardware wholesaler's distribution job, then, is a massive one. What is presently required to do this job effectively is examined in detail in following pages.

The Requirements of the Job

By Ralph E. Kirby

THE EFFICIENT movement and the effective sale of merchandise by the hardware wholesaler and what is required to bring about such efficiency are perhaps too frequently taken for granted at both the retail and manufacturing levels of the trade.

In acting as a kind of sales agent for manufacturers, the wholesaler—in order to provide significant service—must stock thousands of items. This one aspect of his operation requires certain minimum physical facilities. In making credit available to retailers and in extending dating on purchases of seasonal goods, the wholesaler virtually provides a banking service. This phase of the operation—so necessary to dealers—demands extensive financial resources.

But these are just two of the many requirements facing the wholesaler in the present day distribution job. A consideration of all requirements quickly makes clear the fact that physical facilities, financial resources, and trained personnel are so imposing a requisite that it would be difficult, if not almost impossible, to start from the ground up, so to speak, a wholesale hardware house that could compete effectively and survive







Wholesalers Surveyed

To provide a more clear understanding of the requirements which a hardware wholesaler must fulfill in order to do an effective distribution job, SOUTHERN HARDWARE recently conducted an exhaustive survey among wholesalers in the South and Southwest. Survey replies aptly reflected the immensity of requirements which nevertheless are being met every day throughout the South by wholesalers in providing manufacturers and dealers with their most economical means of distribution.

Down South the traditional manufacturer to wholesaler to dealer chain of distribution enjoys perhaps its strongest position. As many in the trade are prone to say, it is in this region that distribution is "cleanest." It is in this area that the typical dealer relies so heavily upon the wholesaler salesmen, not only for the transmission of orders to the distributor, but for information on new products, price changes, and even for inspection of inventories to determine just what needs to be purchased and in what quantities at that particular time.

In this coverage of the Southern territory there is little conformity among Southern wholesalers. In the South distances are great, and the area which a house covers frequently is determined by its location within the state. Numerous "local" wholesalers will cover a territory within a radius of 100 or 150 miles—all within one state. Other houses will travel salesmen in parts of several states.

While statistics in this instance serve little purpose they do show the "blanket" coverage of the region by Southern wholesalers. Among those participating in the market study, 25% have sales representation in three or parts of three states: 23% serve dealers in two states: while an additional 23% travel salesmen in no more than one state. Ten percent cover parts of four states; six percent have sales territories in six states, while four percent in each case travel salesmen in five states and seven states. There were but two

THE WHOLESALERS' INVENTO	
Staple and shelf hardware	
Builders hardware	
General housewares	95
Table appliances	
Sporting goods	
Electrical supplies	89
Paint (general line)	84
Toys and wheel goods	59
Wheel goods only	21
Industrial supplies	56
Floor coverings	48
Major appliances	38
Radio and television	27
Radios only	22

instances in which larger territories were served.

The Lines Handled

The tremendously broad variety of lines handled by hardware wholesalers gives rise to particular problems in buying and stock

The Leading Specialty Lines:

Major appliances
Paint
Floor coverings
Plumbing fixtures
Building supplies
Sporting goods
Toys
Housewares
Radio, Hi-Fi
Power mowers

control. In the warehouse of a typical house the inventory seems almost limitless, often numbering from 30,000 to 40,000 items. Once again, there is no uniformity in the classifications of products handled. Lines of special importance in one house will not even be stocked by another.

Among wholesalers participating in the survey the following principal classifications of merchandise were handled by the percentages shown: staple and shelf hardware, 97%; builders hardware, 95%; general housewares, 95%; table appliances, 95%; sporting goods, 90%; electrical supplies, 89%; paint (general line), 84%; toys and wheel goods, 59%; industrial supplies, 56%; floor coverings, 48%; major appliances, 38%; radio and television, 27%; radios only, 22%; wheel goods only, 21%.

These lines are frequently supplemented by certain specialty lines that vary in importance from house to house. In fact, products which one house will term a specialty line, will be considered as virtually a staple line in another house because of their particular importance.

Some wholesalers, for example, make a specialty of sporting goods;



others will concentrate on housewares, floor coverings or major appliances. In each case where a "specialty" line has emerged in importance, that line frequently will be the sole responsibility of one buyer and benefits from careful promotion and sales planning.

Asked to list their most important specialty lines, wholesalers mentioned the following products and lines most frequently: major appliances, paint, floor coverings, plumbing fixtures, building supplies, sporting goods, toys, housewares, radio and hi-fi, and power mowers.

Inventory Turnover

The "durable" nature of practically all items carried in the typical wholesaler's inventory makes for one special problem: turnover of such stock is slow, ranging from one reported low of 2.5 turns annually to a high of six inventory turns a year. Replies from all wholesalers averaged out to 3.8 inventory turns per year for the typical Southern house. This naturally restricts the opportunities for the higher profits that normally exist when the turnover rate is greater.

In the past decade the improvement of net profits has been a continuing problem, perhaps the most critical one facing the wholesale trade. Generally, sales have been satisfactory, and with the exception of the two or three periods of business slowness that have occurred since World War II, wholesale hardware sales have been in an upward trend. But net profits have not kept pace, resulting in considerable concern throughout the trade over what is often referred to as "profitless prosperity." Briefly stated, then, the problem is one of net profits, not of volume.

In the last fiscal year annual sales by wholesalers replying to the survey questionnaire ranged from \$430,000 to more than \$40,000,000, with the average sales volume being \$4,676,616.

An examination of the ratios of inventories to annual sales serves to emphasize the tremendous investment in stock which wholesalers must maintain if they are to provide a worthwhile service to manufacturers and dealers. These ratios of inventories to annual sales range from .12 (or 12% of annual sales) to .5 (or 50% of annual sales). The average such ratio for Southern wholesalers is .239 (or 23.9% of annual sales).

Sources of Supply

Solution of the turnover problem probably is not aided by the fact that wholesalers must rely upon such a large number of sources of supply in accumulating the variety of items carried in stock. Among Southern wholesalers, the number of sources from which merchandise is purchased ranges

from 50 to a high of 2,500 reported by one of the larger houses. An average of all replies indicates that the typical wholesaler buys from 764 sources!

Sales departments also must cope with the problem of "numbers." While there has been considerable discussion throughout the trade on the advisability of concentrating only on the most worthwhile dealer accounts, the number of customers served by hardware wholesalers remains large. The number of customers carried on the books extends from the low of 500 reported by one Southern wholesaler to a top figure of 5,000. An average of these replies shows that the typical Southern wholesaler sells to 2,174 dealer accounts.

The adequate servicing of this number of accounts is still another requirement that must be met by Southern wholesalers. Sales territories and salesmen must be constantly supervised if manufacturers are to receive effective representation. And the job of sales training is a never ending one.

Much of this is accomplished in sales meetings which are held in some degree of frequency by 77% of the reporting wholesalers. Often, factory representatives are called in to explain sales programs, to introduce new products, and to point out the sales features of new merchandise. Among those wholesalers who do hold sales meetings. 31% schedule these on a monthly basis, while 10% have such meetings weekly. But among the remainder, there is no pattern. Frequency of sales meetings varies widely, with only negligible numbers following any given plan. Some of the plans reported are as follows: two annually, four a year, quarterly, every three weeks. every two months, every two weeks, 30 meetings annually, etc.

Just how frequently do whole-saler salesmen call on dealers? For 53% of the companies returning a questionnaire, salesmen call on dealers every two weeks; 24% report that dealers are called on every week, while 10% indicate that salesmen visit dealer customers every one to two weeks. For 3% of the participating wholesalers, the frequency of dealer calls is about every three weeks. Two

percent of the reporting companies in each instance have salesmen call on dealers every two to three weeks, two to four weeks, every 18 days, and every four weeks. A final 2% reported that dealer calls are no more frequent than every two months.

Physical Facilities

The requirements of this distribution job never seem more imposing than when consideration is given to the necessary physical facilities. To adequately house the variety of slow-moving and often bulky merchandise, the whole-saler must have a vast expanse of floor space. To handle merchandise efficiently within the ware-house, various types of materials handling equipment must be available. The overall capital investment is huge.

It is in this area of operations that Southern wholesalers have made notable efforts to bring about the maximum efficiency that would lower costs for wholesaler and retailer and permit swifter and more accurate handling of the manufacturer's product. Since the close of the war the most modern warehouses have been constructed by wholesalers throughout the South. Many other companies have modernized older facilities, utilizing the latest methods of handling merchandise. Under the sponsorship of the Southern Wholesale Hardware Association, numerous member companies have been surveyed by a firm of expert management consultants for the purpose of improving all phases of operations. And the Southern Association has held warehouse conferences as a means of stimulating the discussions which lead to solutions of warehousing problems. In all, there has been a continuing study of warehousing problems and exchange of information.

Warehouses in use by Southern wholesalers range in size from 34,000 to as high as 794,000 square feet, the average containing 128,498 square feet. When related to sales the average square footage of warehouse space in use per \$1,000 of sales is 27.48.

Virtually every type of mechanical handling equipment is employed by Southern wholesalers: conveyor systems, lift trucks, hand carts, floats, elevators, hoists, drag lines, etc. Conveyor systems, both power and gravity, frequently have been adapted to fit the needs of old multi-story buildings. In the more modern structures, conveyor systems and other methods of moving merchandise have been engineered and developed to fit the exact needs of a particular building. Once again, the required investment is enormous.

Office Operation

The amount of office space in use extends in size from the 300 square feet reported by one whole-saler to a high of 47,000 square feet. Average office area amounts to 9,813 square feet, or 1.96 per \$1,000 of sales.

A tremendous variety of office machinery and equipment is used by Southern hardware wholesalers

THE RELATION OF PHYSICAL FACILITIES TO SALES

The average number	Per	\$1,0	000
or amount of:	of	sale	s
Warehouse space	27.48	sq.	ft.
Office space	1.96	sq.	ft.
Trucks	********	(002

THE RELATION OF PERSONNEL TO SALES

	Per \$1,000		
The average number:		of Sales	
Warehouse employees		*****	.009
Office employees	*****	*****	.007
Buyers	*****	*****	.001
Outside salesmen		*****	.005
House salesmen	*****	****	.002

THE CAPITAL INVESTMENT IN RELATION TO SALES

	Per \$1,000
The average:	of sales
Capital investment	\$266.00
Accounts receivable	\$143.49
Inventory	\$249.70







and the search is continuous for ways to simplify procedures in this phase of operations. Generally, systems of routing orders through the various stages leading to the final issuing of invoices, are in many of the phases "home grown." Procedures have been improvised and adapted to fit individual needs while utilizing such equipment as Ozalid, Bruning, adding machines, posting machines, billing machines, duplicators, multilith and multigraph units, electric typewriters and varitypers, addressographs, postage machines, letter openers, mimeographs machines, pneumatic tube installations, etc.

The use of installed systems in any large way seems to be a development for the future, although there were scattered mentions of the use of such systems as IBM, Burroughs, and National Cash Register. And at least one Southern wholesaler has completed the installation of the IBM Ramac.

Systems of stock control seem to be no more clearly defined. In this operation also systems have been devised to meet local needs. Of the formal systems in use Kardex was mentioned most frequently, with the second largest group merely referring to the maintenance of stock cards by a stock clerk.

In the delivery of merchandise virtually all wholesalers operate trucks even if merely for local delivery. However, it appears that the bulk of merchandise today is delivered by common carrier. The number of trucks reported per company ranged from one to a high of 70. The average number of trucks in use per company is eight, the equivalent of .002 per \$1,000 of sales.

Capital Investment

To fulfill the other requirements demanded by the distribution job, Southern wholesalers have a heavy capital investment in proportion to sales. Among those wholesalers participating in the survey capital invested ranges from \$45,000 to \$8,045,000, the average amounting to \$1,243,768, or \$266.00 for every \$1,000 in sales.

The financial resources required of Southern hardware wholesalers are evident in the value of inventories carried and in the value of accounts receivable. Inventory values reported range from \$150,000 to \$9,600,000. An average of these replies discloses that for the typical Southern wholesaler the value of inventory will amount to \$1,167,449, or \$249.70 for every \$1,000 of sales.

Accounts receivable, current at the time of the survey, extended from the \$55,000 reported in one instance to the high figure of \$5,600,000. On an average accounts receivable amount to \$670,941. In turn, this amounts to \$143.49 in receivables per \$1,000 of sales.

Personnel

What about personnel? The requirements here are no less exacting and no less expensive. Warehouse employees as well as salesmen must be trained and supervised. The functions of buying and sales management requires personnel with extensive experience if the average house is to compete effectively.

The number of warehouse personnel employed by reporting wholesalers ranged from a low of five in one house to a top figure of 229, the average being 40 persons, or .009 per \$1,000 of sales.

In office work the number of employees reported extended from three to 244. The average here is 33 persons or .007 for every \$1,000 in sales. The number of buyers reported by firms returning a questionnaire varied from one to 25. An average of these replies shows that in the typical Southern wholesale hardware house there are 5 buyers, or .001 for every \$1,000 of sales. The number of outside salesmen employed by Southern wholesalers ranged from two to 164, an average of 23 and equal to .005 per \$1,000 of sales. House salesmen employed vary in number from one to as high as 88 with the average being seven, or .002 for every \$1,000 of sales.

The total number of persons employed by Southern wholesale hardware houses extends from a low of 13 persons to 750. Based on an average of these replies a typical Southern house employs 119 persons, the equivalent of 2.5 for every \$1,000 of sales.

Help to Dealers

Of all the major requirements that a going wholesale hardware business must successfully fulfill, none is more pressing today than the various types of promotional activities that must be carried on. This is a direct result of the unusually keen competition today at both distributor and retail levels.

With so many types of retail outlets handling hardware products, it has become clear that if the independent hardware retailer is to get his share of the business it is imperative that he receive sales and promotional help. The responsibility for this falls squarely in the lap of the wholesaler.

Despite some manufacturer laments to the contrary, Southern wholesalers have made impressive efforts in this direction. But the effectiveness of this help too frequently is lessened by failure of dealers to make full use of what is available to them.

To help dealers in their buying, to permit them to see the wide range of products available, to enable them to inspect new products and seasonal lines at first hand, 58% of Southern wholesalers maintain display or sample rooms. Generally, these are changed as frequently as necessary for the promotion of seasonal lines. A number of Southern wholesalers successfully use display buses, particularly in the promotion of specialty lines.

Perhaps the most important promotional activity in recent years has been the development of merchandise shows which brings dealers into the individual exhibit for the specific purpose of (1) acquainting dealers with lines of merchandise and their sales features, and (2) selling that merchandise to dealers

At the present time such shows are being held by 46% of the wholesalers participating in this survey, and at this writing others are in the planning stage. These exhibits represent an aggressive move, and a highly effective one, by Southern wholesalers in the area of sales promotion. (Dealer merchandise shows are examined in detail in another article on following pages.)

In their promotional activities, the most critical problem for Southern wholesalers is in connection with sales and merchandising aids for dealers. Seventy-two percent of the wholesalers participating in the market study make

AVERAGE SALES AND TURNOVER

Average annual sales	\$4,676,616
Number of stock turns per year:	
Low	2.5
High	6.0
Average	3.8
Average number sources of supply	764
Average number of dealer accounts se	erved2,174

available to dealers some types of aids. Of these, 41% prepare such material themselves or have it done locally, while 30% purchase such material from outside sources.

Several Southern wholesalers have devoted considerable attention to dealer sales aids, devising well-planned programs for keeping their customers constantly supplied with materials designed to help them compete more effectively with other outlets. However, such effort has not always been rewarded by proper dealer effort. Too often dealers do not make aggressive use of what is available to them. In fact, their lethargy in this instance, more than any other factor, has retarded the development of wholesaler sales promotion programs.

What of the Future?

What is the future for hardware wholesaling down South? In the eyes of wholesalers themselves,

the future is bright despite problems still to be solved. Such optimism deserves special mention, for it is the studied opinion of an experienced industry, one in which the business life of Southern firms averages more than 61 years, one in which a number of companies can look back on a century or more of successful operation. It is an industry, then, which has met depressing business circumstances in the past, solved its problems, and emerged all the stronger.

But the real strength of its appraisal of the future lies in the full recognition of certain problems which must be solved before the industry can look to further growth and development.

Wholesalers face the continuing task of modernizing facilities and streamlining operations in order to reduce costs and thereby improve their net profit position. Efforts in this direction are constant.

(Continued on page 107)

Ratios of Inventories to Annual Sales for Southern Hardware Wholesalers

Low: .12 (or 12% of annual sales)

High: .5 (or 50% of annual sales)

Average: .239 (or 23.9% of annual sales)

The Distribution of Staple Hardware and what it requires



All orders come to this department "A" where specialists edit, classify, and register them for processing in the various departments. Orders then go to the credit department, "B", for further editing and approval after the credit file is checked for the status of the customer placing order.

THE TRADITIONAL manufacturer through wholesaler to retailer chain of distribution has certain time-tested and long-proven advantages. Yet the role of the wholesale distributor in the movement of merchandise is often taken for granted, without thought as to what is required to bring about those advantages.

In fact the wholesaler's place as the middle member of this team sometimes comes under fire from theorists who have little knowledge of the problems involved or of the value of the services rendered by distributors to both manufacturers and retailers.

In truth, it is probable that both manufacturer and retailer, in being concerned with their own immediate problems, have but small conception of what is required for a wholesaler to process just one dealer order of, say, some simple items of staple hardware.

The wholesaler, for example, must gear his operations for maximum efficiency if he is to combat in any way an increased cost of doing business and a declining net profit. His plant must be laid out and mechanized where possible to produce a high volume of sales per employee. Aside from the capital necessary to carry complete inventories and accounts receivable, the wholesaler must have trained manpower, normally a commodity in short supply in this industry.

Adequate warehousing facilities for stocking merchandise and preventing damage and wear to stock is an obvious necessity. Efficiency in filling orders accompanied by rapid shipment and accurate and prompt billing are further requisites. Even in the processing of the smallest order of





In cutlery department such items as packaged cutlery, guns, metallic cartridges, clocks, watches, etc., are kept under lock. Most of the materials shipped out of this room are checked by the head of the department, and are enclosed in packages which are sealed and the accuracy of content certified.

the most routine hardware products all of these requirements physical facilities, manpower, and capital—must be fulfilled.

In an effort to bring about a better understanding of the whole-saler's problems, SOUTHERN HARD-WARE here follows by words and pictures the various steps that have to be taken in this process of filling an order.

C. M. McClung & Co., Knoxville, Tenn., was chosen for this study. The company is typical of hardware wholesaling in the South, though as to be expected, procedures and techniques will vary in minor detail from house to house. Nevertheless, there is a basic pattern in processing an order to which virtually all wholesalers conform.

When a dealer order reaches McClung's Knoxville headquarters it is carried by a mail clerk to a central point where specialists edit the order and give it a register number for processing in the various departments involved.

Next, the order is passed to the credit division for further editing. Here, the credit file is checked and the order is approved for shipment. Copies of the order (which have been written up by the salesman with a hectograph pencil) are made on an electrically operated Ditto machine, these copies in turn being sent to the various departments involved in the filling of the order.

Since the multi-story building, for reasons of efficiency, has been completely departmentized, a pneumatic tube system covers the entire warehouse, and the orders are dispatched to the various points in the warehouse in which stock must be picked.

Illustration "D" shows a tube station on the Shelf Hardware floor at the moment an order is received in this department for filling. If the merchandise listed Order copies are made for each department from which merchandise is requested, and sped on its way through pneumatic tubes to the various department heads, as shown in "D", for filling.



Department head, shown in "D", receiving an order through the pneumatic tube, will pass it on to an order clerk for filling.



Staple hardware items are received in bins in company's packing department to be packed. Each bin is numbered and each order is marked for proper bin identification to speed the servicing of the order.



From packing room packages are transported by this chute to the shipping room where orders are assembled.









In the city assembly section, city orders are checked and cartoned for speedy delivery to city customers.



City orders are billed through a separate city billing department. Bills of lading are also made up in this section.



On the shipping floor trained personnel check the assembled merchandise to assure that the order has been properly filled. When the merchandise has been assembled and checked at this point it is ready for delivery to the customer.



This is a view of the billing department where orders are tabulated and priced so that invoices will arrive at the customer's store at approximately the same time as the order.

on a dealer order includes cutlery, for example, a copy of the order goes to the cutlery room where the more valuable items such as package cutlery, guns, metallic cartridges, clocks, watches, etc. are kept under lock.

Most of the materials shipped out of this room are checked by the head of the department, and are enclosed in packages which are sealed and the accuracy of the contents certified.

Once the merchandise on the order is picked in the various departments it goes to the packing room where all the items are assembled for checking and packing. It is necessary here to follow carefully a complete and rather intricate plan of paper flowage built around a numbered bin system to make maximum use of space, to keep all portions of the order flowing together, and to prevent disorder and inaccuracy.

At various places in the building the use of slides and chutes speeds up the handling of merchandise. Such chutes are used for conveying merchandise from the packing room to the shipping room.

Meanwhile, a copy of the order, showing the items shipped, has been routed to the billing department where it is quickly tabulated and priced so that the customer will have the invoice at approximately the time the shipment arrives, thus aiding him in marking the merchandise.

The procedure varies somewhat in the case of city order and orders called for by customers. A special process is followed on these orders which is faster than the normal process of channeling orders through the packing room. Once an order has been filled, a copy—in the case of a city order—goes to the city billing department where all such orders are billed and delivery tickets made.

Bills of lading on all orders shipped by common carrier also are prepared in this office which is located in the center of the shipping room as a means of reducing paper flowage.

Before delivery to a common carrier all orders are given a final check for completeness on the shipping floor.

The Distribution of Specialty Lines

Through special effort and promotion southern
wholesalers have built important volume on such
specialty lines as those listed below. The articles which
follow tell how they've done it.

- Fishing tackle
- Paint

- Housewares
- Toys
- Floor Coverings















Complete and distinctly separate sample rooms for both hard goods (top) and soft goods (at bottom) are maintained so that the dealer may inspect samples of the lines offered. Merchandise is also displayed at shows and exhibits such as the furniture carkets. Sample bar for dealers (center) allows full line of samples to be displayed without having to keep full stock.

Developing Major Volume on Floor Coverings

THE FLOOR coverings division of the Allison-Erwin Co., is one of three major divisions in our business today, annually accounting for approximately one third of gross sales.

The importance of these products in our operation then is obvious, but before stressing this further, let me add one word of warning to any distributor who may be considering the development or further expansion of such a department. Make no mistake about it, the handling of floor coverings is a specialized business requiring personnel with special knowledge and training. Management and sales methods, and physical facilities and equipment must be adapted to the particular needs of the field. Undoubtedly we have been successful with this merchandise because we have given it the kind of special attention required.

Our company is made up of three divisions: major appliances, hardware, and floor coverings. Like the other two, the floor coverings division is under the direction of a vice-president who supervises all buying and selling functions. He has his own office By J. C. Erwin

President
Allison-Erwin Co.
Charlotte, N. C.

staff and warehouse specialists, and is further assisted by special-ty salesmen. This operational method is not an overnight development, but rather is an outgrowth of the experience gained in handling these products over a period of years.

The company's entry into the floor coverings field around 1929 might be credited in large part to the development of the installment furniture business. Some of the merchandise considered primarily hardware up until that time began to move into these stores. My first job as a specialty salesman in fact, was that of selling ice refrigerators to the furniture outlets. In time-since we had begun serving furniture stores with these other lines-it was a natural development for the company to enter the floor coverings business. A further influence also was the fact that many hardware dealers were establishing furniture departments. Many of these combination dealerships, of course. still exist today throughout the

At first we handled only the smooth-surface lines of Congoleum-Nairn, being encouraged to take on these products by the favorable distributor policy of this manufacturer. Once established in the handling of hard surface goods Allison-Erwin eventually entered the soft goods field with the products of Mohawk Carpet Mills. These two lines, we still feature.

The initial sales effort was made by regular line salesmen, but soon after entering the soft surfaces business it became apparent that significant success depended upon specialized training and selling. This realization, in turn, led to the setting up of a separate floor covering division, complete with its own specialized staff



The author, right, looks over sample of carpeting with James B. Caddell, vice-president in charge of the division.

This Field Requires:

- **V** Specialized Training
- √ Special Equipment
- √ Sales Specialists



All administrative functions of the floor covering division are handled by a separate office staff, except accounts receivable and accounts payable.

Today, the vice-president in charge of this division, James B. "Jimmy" Caddell, has responsibility for the buying and selling functions of the division, aided by the separate office staff mentioned earlier, a special warehouse crew, and salesmen who sell only the products of this division. The floor coverings division, then, is run as an autonomous business having no operational connection with either the major appliance or hardware divisions other than being housed under the same roof.

Supplementing its facilities here in the main office in Charlotte, the company has branch warehouses in Asheville, High Point, Goldsboro, Greenville, Columbia and Charleston. These branches carry inventories of carpet cushions and hard surface goods. All carpet inventory, however, is warehoused in Charlotte.

An examination of the various functions of this division shows rather clearly the extent to which specialization is being carried out. In the office staff, for example, there is a distinct departmentalization. Several of the staff are concerned only with the buying and selling of hard surface goods, while the soft lines are looked after by other personnel.

This specialization extends even to the city sales desk where one employee largely handles the orders for hard goods, with another staff member serving dealers who visit the office or phone in orders for soft goods.

All administrative functions of this division are handled by its own office staff with the exception of accounts receivable and accounts payable which are the responsibility of the central office

Specialization is no less apparent in the Charlotte warehouse where a special section is allotted to the floor coverings division. Warehousemen serving this division receive and ship nothing but floor coverings. In all, the warehouse staff consists of four employees and a foreman in the carpet workroom, plus two additional employees who handle only the hard surface goods.

(Continued on page 108)



Maximum efficiency in handling bulky merchandise is gained by this overhead chain hoist which moves on a monorali. One employee handles it.



Use of fork lift truck allows one employee to move a heavy roll of carpet to storage area with ease.



10 Steps to Floor Covering Sales —

- Salesmen are floor covering specialists.
- Factory training schools plus local instruction.
- Four general sales meetings yearly as well as special promotion briefings.
- Top promotional facilities and materials.
- Periodic shows and exhibits.
- Modern display rooms and complete line of samples.
- Full range of dealer advertising assistance.
- Up-to-date stock lists circulated regularly.
- Immediate service in handling dealer orders.



Warehouse staff consists of four employees in the carpet work room, plus two others who handle only hard surface goods, all supervised by a foreman.



Swift cutting room operation allows warehouses to fill dealer orders the same day if received by 2 p.m.





Mr. Roberts is shown here holding a copy of the annual catalog produced by the wholesale firm on fishing tackle and related lines.

to make money from

Fishing Tackle, Wholesale

By C. Stanly Roberts, Jr.

Roberts, Sanford and Taylor Co. Sherman, Tex.

Sources of recurring irritation to me are the facts and figures being passed around from time to time, showing that fishing tackle and sporting goods are unprofitable lines for hardware wholesalers.

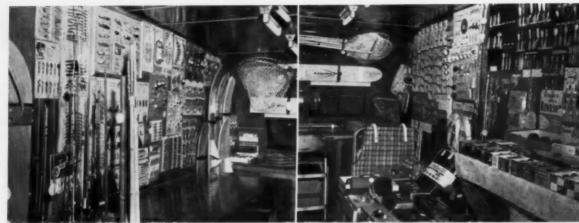
In particular I resent statistics

that put fishing tackle in the nonprofit category. In our business, if we could make as much on hardware as we do on fishing tackle, we would be doing quite all right.

The year 1958 was our best ever in sporting goods including,



This trailer, built in 1948 at a cost of \$1,600, is on the road from January through April, taking the latest fishing tackle to the dealer's doorstep.



The interior of the Texas wholesaler's fishing tackle trailer is packed with all the latest products. The walls are lined with baits, lures and other gear. The trailer is towed by a leased pickup truck, covering the territory of each of the firm's eight salesmen during the months of January through April. The trailer is in charge of a specialty salesman who spends one week in each territory, then doubles back for a second visit. The two photos give the view the dealer sees when he steps in. The displays on the left wall are seen on the left and those on the right wall to the right.

of course, guns, ammunition, sports clothing, water sports and camping equipment—and fishing tackle. Our total dollar volume for the year in that category was something less than \$500,000 and a strong 30 percent—perhaps one-third—of our total gross sales. We don't departmentalize, so the precise percentage is unavailable, as is the breakdown between other sporting goods and fishing tackle.

That business was built from nothing, for when we started in 1944 our fishing tackle volume was practically non-existent. And I prefer to speak of this record in terms of fishing tackle, for fishing tackle is the meat and the backbone of the category.

That is because we find it unnecessary to cut prices on fishing tackle. We make a full mark-up of 33½ percent gross on the cost of practically all fishing tackle whereas, as all wholesalers know, there are a number of hardware items they and we are compelled to sell at 10 percent above cost.

It is my observation that fishing tackle has fallen into disrepute among hardware wholesalers for one reason—lack of interest. My conviction is that wherever a hardware wholesaler is interested in fishing, or has a member of the management team who is interested in fishing, that wholesaler operates or could operate a profitable fishing tackle business.

Where a wholesaler is not interested in fishing, nor has a key man who is interested, such a firm offers various and sundry excuses for not making money from fishing tackle. And the rule applies in the case of hunting and other sports.

So I contend that my enthusiastic personal interest in fishing has made money for our company. In our company, fishing tackle is my baby. I started it, I built it, I do all the buying, personally check the stocks as the season progresses. Meanwhile, I go fishing at every opportunity, to Lake Texoma, only 15 miles from Sherman. There I encounter other fishermen. guides, camp owners. As a result I know what's going on. That, I believe, has had much to do with the growth of our fishing tackle and sporting goods business. You can't sit in an office and learn what to buy and when in this business.

At this point I should probably concede that the lake I mentioned —Lake Texoma—put us into the fishing tackle business. But with the Federal lake-building program what it is—for power, water conservation, flood control—we are not alone in enjoying this advantage. There are now so many

The author is vice-president of Roberts, Sanford and Taylor Co., hardware wholesalers in Sherman, Texas. He is also president of the Sporting Goods Jobbers Association.

lakes there is hardly a wholesaler who can excuse himself from the profitable prospects of the fishing tackle business for lack of facilities.

As previously mentioned, our fishing tackle and sporting goods volume was infinitesimal in 1944, when Lake Texoma was opened. It was obvious to me that this great lake would provide a powerful stimulant to fishing and water sports—especially fishing—in this territory. So I prevailed upon my father to assign to me the responsibility of building our fishing tackle and sporting goods business.

However, it took us about five years to get a good start. You can't jump in and start taking business from competitors. It takes four or five years to establish yourself in the minds of retailers before you get a substantial amount of the business.

Lake Texoma lies largely in a portion of the watershed of the Red river, thus submerging the boundary line between Texas and Oklahoma. In the two states the lake has about 1,250 miles of shore line. On this shore line, in the two states, there are, or were at last count, 88 fishing camps and resorts. Not that these are the big outlets for fishing tackle, for they are not. But the number of camps, through which fishermen reach the water, illustrate the mass usage of the facility.

Our territory is not confined to the lake area, naturally. We go 125 miles north into Oklahoma, 150 miles to the East, 100 miles west. We sell about 60 miles to the South, stopping just short of Fort James Wilson, specialty salesman for the wholesaler, takes the trailer on its 4-month tour over the sales areas.

Worth and Dallas. Thus we do not rely on the Texoma territory alone, but put our merchandise in the hands of retailers who sell to fishermen who might patronize any one of a dozen or more lakes, all well removed from the point of sale.

In this territory we work eight salesmen, all selling both hardware and fishing tackle. These salesmen get 20 percent of the gross profit on all sales of fishing tackle made from our fishing tackle trailer, which rotates to the various sales territories in season.

Today, when we hire a new salesman, one of our first questions is, does he hunt or fish? We prefer one who follows one of these sports, especially fishing, for it is not always easy to make a fishing tackle salesman from a hardware salesman. We often get assistance in making the conversion, however, with the new man's discovery that the customer's keenest interest is in fishing tackle and that there is the salesman's best money. If a salesman has all other qualifications, but does not hunt or fish, we would probably hire him anyhow. It is never too late to start a man fishing.

We start our trailer on the road early in January. It is completely stocked with the new lines of fishing tackle. Sales are made from this display, but the merchandise is not delivered from the trailer.

The trailer is on the road from early January through April of each year, spending two weeks in the territory of each of the eight salesmen. However, the trailer spends one week in each territory for the first eight weeks, then doubles back. Two weeks in a territory at a time would not be fair to the last man on the list as the



display would reach him late in April.

Our trailer cost \$1,600 in 1948 and, for the purpose, is just as good as new. We have spent about \$150 from time to time, doing over the interior. In the 10 years upkeep has been practically negligible.

For the four months the trailer is on the road it is in charge of a specialty salesman who, for the other eight months, has an inside desk job. This specialty salesman works with the territory salesman, which is excellent preparation for his advancement to a territory,

since he learns to know all accounts. We pay him a regular salary, plus \$50 a week for travel expenses during the four months.

Built to our order, the trailer has no side windows. It is 23 feet long and eight feet wide. It is lighted from fluorescent fixtures in the center of the ceiling and current is obtained from the dealership where we park by means of a long cord. Butane supplies heat. In the beginning we moved the trailer with a passenger car, but it is less expensive, we learn-

(Continued on page 111)

"There are now so many lakes there is hardly a wholesaler who can excuse himself from the profitable prospects of the fishing tackle business..."



Orgill's paint service to dealers includes periodic visits by C. M. (Bud) Camferdam, factory paint representative, and John Jayne, wholesaler salesman. They chat here with Howard Morris, Memphis, Tenn., hardware dealer, about his electronic robot paint mixer, fully automatic.

PAINT LINE a year-'round specialty for the wholesaler

By Gene Conaway

Manager
Paint Department
Orgill Brothers & Co.
Memphis, Tenn.

Increase Volume and Obtain More Profits

"How can I increase volume and obtain more profits?"

It's a fair assumption that this question has been verbally or mentally asked many times by retailers, wholesalers and manufacturers.

Good ideas carefully thought out and developed into workable plans by hardware retailers working with wholesalers have resulted in well-planned stores, merchandising activities, consumer budget systems, advertising programs, stock turnover and pricing systems, plus many other improvements that are helping to answer the volume and profit question.

Intra-store specialization in one or perhaps two major merchandise lines by some hardware retailers has created substantial gains in overall sales and built desirable floor traffic.

The paint section or department today accounts for a sizable portion of the average hardware retailer's volume. Specialization in a full line of quality paint attracts customers because of complete assortments of color and type available. Tie-in sales of brushes, thinners, abrasives, etc., are easily made. Salesmen tend to become paint "experts" who can offer valuable advice and suggestions that result in repeat sales. Paint is a year 'round seller. It lends itself to effective promotion and display.

Experience has shown that in a period of good economy, paint sales rise comparably with—or greater than—other "use" items because of the desire for color change as well as protective advantages. On the other hand, paint maintains an

"Color is the key to expanding sales. There is a seemingly insatiable demand for color"



The author, Gene Conaway, is the manager of the Paint Department of Orgill Bros. & Co., Memphis, Tenn., where paint is an important volume factor.

above the average sales pattern during a period of lower economy, due to the need and desire by the public to preserve and protect.

Color is the key to expanding paint sales.

There is a seemingly insatiable demand for color—not just any color but a color to harmonize and complement.

The paint industry, recognizing this demand, has developed the mechanics and machines for the retail merchant to simply and accurately dispense almost unlimited selections of custom color at competitive prices. This can be done with a medium size inventory (under \$2,000) of standard packaged colors and a color tube system or color dispensing machine. For example, at least one leading paint manufacturer offers a color machine under \$500 and an electronic robot, fully automatic, at near \$3,200.

The paint industry is an expanding one, constantly changing and adapting to new chemical developments in an effort to do a better job for home and industry.

Great strides in chemical research have produced interior paints that have no odor and water thinned vinyl emulsions that can be applied with professional appearance by rank amateurs using a roller and tray. More homeowners are saying: "Let's paint

our living room this weekend"-and they are doing it!

Paint lines are becoming more extensive, too. They now include marine enamels, package spray paint, natural wood finish products and exterior masonry paints in addition to the more familiar lines of enamel inside and exterior products.

Orgill Brothers & Co. is placing great emphasis on services and aids to hardware dealers in the establishment, maintenance and promotion of paint departments. Our major line (Martin-Senour) is offered on a franchise dealer basis within a wide wholesale franchise area, thereby giving the dealer opportunity to develop store and product recognition through his own initiative and wholesaler support. Thus the dealer can build his

paint reputation and volume with no concern that it will be disrupted or shared by establishment of added distribution within his

Large and complete factory type warehouse inventories are maintained in Orgill's Memphis and Jackson, Miss., warehouses for prompt service on stock and emergency orders, thus making it possible for the dealer to achieve a fast retail stock turnover and maintain a fresh inventory.

We have no paint specialty salesmen. Sales are made through our salesmen's regular weekly visits to hardware retailer accounts, although these salesmen have the assistance of factory-trained salesmen working with Orgill accounts in the Orgill fran-

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Paint orders receive immediate attention at Orgill Bros. in Memphis, Tenn. Here an order is filled and placed on the conveyor line (right) to be readied for shipment.

The TOY Business

year-'round job for wholesalers

By E. C. Bradford

Executive Vice-President Piedmont Hardware Co. Danville, Va.

THE WHOLESALE hardware distributor has lost considerable dollar volume during the past few years as a result of direct selling by some manufacturers. There has been still further loss due to discount houses taking business from independent retail dealers on such lines as merchants wire products, pumps, and white goods—a large part of which was bought by the dealer from his wholesaler.

The hardware wholesaler also suffered the loss of some volume through lines dying out for one reason or another, such as horse shoes, horse collars, plow steel and the like.

In our efforts to locate lines to offset this lost volume, we decided to investigate the wholesale toy business. To the uninitiated we can say that we had our share of disappointments, largely because we did not know anything about the toy business. Actually, we thought of the toy business as a seasonal sideline that would require attention for only about three months of the year. How wrong we were! We have found through experience that toys are a year-'round business

One of the first and most important things on the agenda for the wholesaler is the manufacturers' toy show which is held in New York the early part of each year. It is at this time that decisions have to be made on which lines

An annual toy showing is a must and is held, usually in June, for the benefit of dealers. Samples of each of the items available is put on display for examination.



Selection of any toy depends upon price range, age group, and sex. Everyone has to be considered—crawler, toddler and teen-ager, as well as the scientific-minded.

of toys to stock, which items in the individual lines, which toy catalog will be best for the dealers we serve, and many others. All of these decisions are time consuming.

Shortly after the New York toy show we must begin making plans for the annual toy show which we hold for the benefit of our dealers. This is usually held in June of each year, but plans must be made long before this time. Samples of each item to be stocked must be obtained and made ready for display; each item has to be marked as to price, stock number, manufacturer, etc. Dealers are invited in to see a "preview" of Christmas—in June. Orders are taken at the toy show for fall delivery.

It is advantageous to the whole-saler if he has a permanent display room for his toy show so that the displays can be left intact until after Christmas. Some distributors use specialty salesmen for toys, but we prefer to give this sales job to our general line men. During the fall hardware dealers usually "taper off" their purchases of hardware because of the inventory problems they will face the first of the year. This is a perfect time for our salesmen to really "sell" toys.

Christmas is close at this time. After three or four years in the toy business we realized that either we had to be in the toy business the year-'round or get out entirely. To put our toy business on a year-'round basis meant that our toy buyer had to devote most of his time to this department if we were to realize maximum results.

Immediately after the Christmas toy season, we have to begin thinking about toys that sell the next three months of the year. Indoor games, puzzles, models, and paint sets are just a few of the items that



are popular at this time. And so it goes—one season passes and another one comes on. And with each change of season come new ideas and items in the toy line which can be promoted.

In the selection of any toy it is necessary to consider price range, age group, and sex. As an example, the retail price of a game might range from \$1.00 to \$5.00. Some games are for pre-school children—tea sets, dolls, high-heel shoes for the girls; holster sets, trucks, punching bags for the boys, etc. Every age group has to be considered, from the crawler, the toddler, the restless teen-ager, on to the scientific-minded adult.

The more expensive toys are purchased for Christmas, but there is a great deal of impulse buying all during the year. Then there is always the market for toys purchased on special occasions. Such buying may range from that very special birthday present, to a present for a child who is sick.

In buying toys the wholesaler is confronted with the big problem of "fad" toys. One week it is possible to sell all the hula hoops that can be delivered at your price and the next week you can hardly give them away. One season the wholesaler may have to allot the few



burp guns that he had to beg for. The next year,—who wants a burp gun?—it's the flip rifle that's in demand. If the toy buyer could only see a few months in advance, one "hot" number could mean tremendous sales volume.

Because of the necessity for change in appealing to children, the toy industry must be the most creative industry in the world. It is necessary to keep pace with the popularity of TV stars as well as being scientific in making blast-off rockets, dolls that walk, cry, wet, sleep and get their hair curled. Zorro, Shirley Temple, Matt Dillon,

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wholesale distribution of

HOUSEWARES

By M. W. (Wally) Darden

Huey and Philp Co. Dallas, Texas



Darden, left, department manager and buyer, discusses housewares with President Alvin H. Lane of Huey and Philp Co.

 for the past 8 years, our volume averaged well in excess of a million dollars a year.

WE ARE CONVINCED:

"50 percent of all housewares sales at the consumer level are on impulse——good displays are urged on dealers."

IN MY EXPERIENCE there are some definite and constant requirements of the general line hardware wholesaler who expects to make a profitable operation of housewares distribution.

We find it necessary to have well-rounded lines without overextension, and recognition in the sales department of the housewares potential. We also find it profitable to make good use of both house and factory promotion.

By our standards, another requirement is a stock control system making it possible for us to avoid exhausting any one stock of items. And it is hardly necessary to mention the necessity of alertness to reactions in the consumer market, for sometimes the whims of consumers can dispel fixed beliefs about housewares distribution.

We do not intend to pose as a dominant distributor of house-wares, who has developed procedures that are infallible. We assume that our position is similar to that of every other wholesaler in this field, in that we are not only willing, but anxious, to benefit from the experience of others.

Nevertheless, we find some satisfaction in the fact that for the past eight years, our housewares volume has averaged well in excess of a million dollars a year. It is my confident expectation that in the year 1959 we will be able to substantially increase that figure.

We did not get into the volume class referred to until we fully



When Huey & Philp adds a new housewares line, arrangements are made for a highly competent factory representative to introduce the line to the entire organization. The last Saturday in each month is devoted to a sales meeting.

rounded out our housewares lines. There was a time when we found ourselves well supplied with the big-ticket items, but short on smaller merchandise. So we had to expand our inventory considerably, acquiring nationally-advertised, staple lines.

However, we also established some limitations, at least mentally. It is not necessary to buy everything a factory has to offer. Some items, if considered carefully, will be found unsuited to a particular territory.

It is also necessary, we found, to draw the line some place on color. There is a point at which one must decide what colors are best for a territory, for in some lines there are seven and even nine colors. And if a model remains unchanged too long, it gets cold and stays cold.

We find it is absolutely essential to keep in mind the fact that women buy nearly all the housewares. In fact, it is variously estimated by statisticians that women spend between 83 and 87 cents of every family dollar.

Housewares lines are no longer treated with a measure of indifference by the sales department, at least in our operation, for we take pains to indoctrinate our salesmen with enthusiasm for these lines.

There was a time when, by my observation, most general line wholesale hardware salesmen were hardware salesmen and both salesmen and dealers had to be pushed constantly to produce a housewares display, or make use of promotion material. Now, however, salesmen generally recognize the potential of housewares and, from their viewpoint, the profit therein. Certainly there is an attractive profit in housewares for house, salesmen and dealers if none of them gives away that profit. At Huey and Philp, we definitely do not subscribe to the practice of giving away profit.

Profitable Operation of Housewares Distribution Depends on-

- Well-Rounded Lines Without Over-Extension
- Recognition in Sales Department of Housewares Potential
- Full Use of House and Factory Promotions
- Accurate Stock Control on Housewares Items
- Alertness to Consumer Market Reactions

In our experience it is not too difficult to keep salesmen enthused about housewares, and driving.

To give them special training and to verse them in product knowledge, we make use of factory sales representatives as they are available. We have 32 salesmen and it is our practice to devote the last Saturday in each month to a sales meeting.

However, we do not attempt to get this information to the 32 salesmen sitting as one, big group. They are divided into four or five groups of six or seven men each. In smaller groups, the individual salesman will absorb more, and will ask more questions, because the factory man's talents are not spread among so many people. Of course, it is not an easy assignment for a factory man to make his presentation four or five times in one day. But factory men often do that in clinics and it is, by far, the most productive.

The procedure is somewhat dif-

ferent when we add a new line. For such occasions we arrange for a highly competent factory representative to introduce the line to our entire organization.

We make use of two principal types of promotion, those of our house and those of the many factories whose lines we handle.

The principal house promotion is a catalog-type booklet, produced by offset printing in our own shop. It is illustrated in color and, although not devoted exclusively to housewares, these lines are prominent in its pages. Our "Holiday Profitmaker," offering special values for the last Christmas buying season, produced approximately \$50,000 in sales to retailers.

The "Profitmaker" has been produced and circulated to dealers three times a year and, because it has proved itself a good promotion, we are considering an issue four times a year—every three months.

It features timely and seasonal merchandise, always at prices that make for outstanding values. Its offerings are available at the values indicated for a period of 30 days. For both dealers and us, it has been very successful in producing dollar volume.

This "Profitmaker" has a circulation of about 1,500 and at the outset it was mailed to dealers. But we abandoned that method. A dealer gets so much nuisance mail that we found the inclination prevailed to toss our promotion into the waste basket with the nuisance mail. Now it is handed out in person by our salesmen.

On factory promotions we are selective-minded and it is my guess that most wholesalers find it obligatory to take a similar position. By that I mean that we must study this material and pick out the best of it for our use.

We can obtain from at least 100 suppliers, envelope stuffers for use by our dealers. Some of these are free, some involve a small charge. The trouble is, we don't always

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Huey & Philp of Dallas, Texas, is one of the nation's leading housewares distributors.



Felix Morley



John S. Stiles



Edmund Orgill

Palm Beach Program

A BUSINESS program tailored to the interests of the trade, plus gala entertainment features are planned for delegates and their ladies attending the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association in Palm Beach, Fla., April 12-16.

As in the past, the Palm Beach Biltmore will be convention headquarters. Convention registration begins at 1:00 P.M. on Soturdor April 11:10

Saturday, April 11.

Tradition will be followed Sunday evening when the convention officially gets under way with the President's Reception for all delegates and ladies. A two-hour, informal contact session is scheduled for Monday morning around

the Biltmore's Cabana Terrace.

In place of the usual joint opening business session on Monday night, an elaborate entertainment feature is planned. A joint session of the two associations is scheduled for Wednesday, April 14, and will feature addresses by Felix Morley and Edmund Orgill. A nationally-known editor and news analyst, Mr. Morley will speak on "The Threat to Freedom."

Mr. Orgill, who is mayor of Memphis, will be no stranger to the Southern Convention. Before entering public life he was president of Orgill Bros. & Co., and served as president of the Southern Wholesale Hardware Association from 1946-48. His subject will be: "A Hardwareman in Politics."

The first separate business session of the Southern Association on Tuesday morning, April 13, will be an open session to which all manufacturers are invited. In addition to the address of Association President W. W. French, Jr., this session will feature talks by J. S. Stiles, president of the National Wholesale Hardware Association, and George Wilkinson, a management consultant, who is familiar to wholesalers having previously appeared on the program of the Southern Association. Mr. Stiles will talk on "The Silent Partner," while Mr. Wilkinson will discuss "Modern Management Practices."

The SWHA's final business session on Thursday morning has scheduled a number of discussions of particular interest to wholesalers at this time. In a two-way discussion of delivery expense, Glenn Torbett, Summers Hardware & Supply Co., Johnson City, Tenn., will talk on the advantages of delivery by company operated trucks. Ralph Speer, Jr., Speer Hardware Co., Fort Smith, Arkansas, will consider the advantages of delivery by common carrier.

"Planning a Balanced Fishing Tackle Inventory" will be the subject of a talk by C. S. Roberts, Jr., Roberts, Sanford & Taylor

Co., Sherman, Texas.

A final discussion will consider "Some Basic Procedures in Solving Warehouse Problems." The speaker will be Charles W. Harris, a warehousing consultant who has helped in the planning of sev-

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A. S. Johnson President, A. H. M. A.



W. W. French, Jr. President, S. W. H. A.



Gun rack by Staude Fixture Co. displays 15 guns in 30 inches of wall space. It usually takes 5 feet. Costs \$16.50 compared with usual \$42 for other fixtures.

dealers save 40-56% on fixtures through our . . .

Store Planning Service

By W. E. (Gene) Smith

President
Oklahoma Hardware Co.
Oklahoma City, Okla.



The author, left, and Emzy Saul, housewares department manager who does the store planning in his spare time. They have aided in 90 store remodelings in Kansas, Texas and Oklahoma.

In our company we subscribe wholeheartedly to an expression by one of the brilliant pioneers of hardware distribution, who once said that the first responsibility of a hardware wholesaler is to see that his dealers make a profit.

During the year just closed—1958—we had additional evidence that our efforts to help dealers were producing results. In those 12 months, 14 stores in our territory were completely modernized, with new fixtures installed in accordance with an effective store plan.

But these 14 stores would not have been modernized if their owners had been compelled to pay the prevailing commercial prices for store-planning service and fixtures. The cost would have been prohibitive for these particular stores.

Starting in 1953, the Oklahoma Hardware Co. introduced a storeplanning service, free to retail customers. Early in 1957 the service was expanded to make fixtures available to the same customers at from 40 to 56 percent less than the cost of commercially-manufactured fixtures.





Lacy Hardware Co., Lindsay, Okla., 25 by 72 feet, used its space this way before the store planning service drew by a new store design for the dealer.



AFTER

After modernixing, there was enough space left over to add \$1,800 more in stock and lines the dealer had never had room to display previously.

The 14 stores mentioned above bought for \$24,000, fixtures that would have cost between \$33,000 and \$37,000 except for the services of the Oklahoma Hardware Co. It is obvious that the saving to each store was quite substantial in fixtures alone. If the cost of a planning service had been added, it is doubtful if any of the 14 stores would have seriously considered modernizing.

Our free store-planning service has wide acceptance. In the past two and a half years we have engineered and laid out the rearrangement of 90 stores, one in Kansas and the remainder in Oklahoma and Texas. Twenty-three of these plans involved installation of new fixtures, from a few to complete requirements.

We confidently expect to be instrumental in the modernization of many more retail stores this year. In February of this year our inquiries from dealers about storeplanning and new fixtures were averaging two a week. With our salesmen calling on a total of more than 2,000 dealers, in lines of hardware, implements, lumber, furniture, sporting goods and floor coverings, there is unlimited

opportunity for helping dealers get into position to make more money.

Other evidence of our progress in this direction is this: Every retail store that receives help from Oklahoma Hardware Co. becomes a better customer. We have not made a dollars and cents study of our increase in business as a result of our help to dealers. But for the year 1958 our gain in sales volume was 31.23 percent. From figures that are regularly available, it is my impression that the wholesale hardware industry generally stayed about even with '57 in '58. In the past seven years our sales have quadrupled.

Savings to Dealers

Of course, the latter performance did not result altogether from store-planning and fixture installation. But we have a number of other programs designed to help our dealers.

As for the fixtures supplied to our dealers, in a strict sense it cannot be said that we produce them. Yet we cause them to be produced, and our trucks deliver them without charge. The astounding savings to dealers result from several circumstances.

These fixtures are built in Oklahoma, there is no delivery charge, there is no crating expense. Nor is there any cost for advertising, for salesmen, for sales commissions, or other activities. These items alone represent 35 to 40 percent of the cost of commercial fixtures.

Another price advantage in our fixtures is represented in methods and procedures of manufacture, which will be cited along with an explanation of the coperative effort which produces the fixtures. Dealers who use or have seen these fixtures will testify they are superior in many ways to commercial products, so they are not cheapened. And in most cases the fixtures we sponsor display standard items of merchandise with an economy of space.

Finally, let me emphasize that there is no profit to Oklahoma Hardware Co. from manufacture of fixtures. There is a profit—a nice, net profit—for the Staude Fixture Co., headed by an employee who, however, operates the business independently of his

"The first responsibility of a wholesaler is to see that his dealers make a profit."







Maltby Bros. Hardware in Bartlesville, Okla., had 50 by 120 feet floor space in old quarters, upper left. Then it modernized with the help of the store planning service. New fixtures are in place in upper right photo.



Fixtures are stocked and a new and modernized appearance displays the merchandise for the dealer. In 1957, the store planning service was enlarged in order to provide store fix-tures at a greatly reduced cost.

store duties. More about that later.

It is relatively easy to spot among dealers, the need for improvement in the effectiveness of merchandising practices. Also, given the required talent, it is a simple matter to improve a dealer's store layout on paper. Inducing him to make the necessary cash outlay for fixtures, we found, was something else. In many instances dealers actually could not afford new fixtures, at the prevailing commercial list, so we cast about for ways and means of providing such fixtures at the lowest possible cost.

Now, incidentally, where we find a dealer not in position to buy our low-cost fixtures outright, we provide a financing plan adapted to the dealer's requirements.

In attacking this problem we

were fortunate in having outstanding talent within the organization. As previously mentioned, our store-planning service was launched in 1953, with Emzy Saul, manager of our housewares department, in charge. He has almost a life-time of experience in store merchandising and storeplanning, much of it with a longestablished hardware retailer in Oklahoma City.

Works in Spare Time

In spare time, he did all the planning on the 90 stores previously mentioned. But in many instances he would return to a dealer who wanted to modernize, present the black and white plan. and then the fixture prices from manufacturers. And at that point, in too many cases, the modernizing project died. The dealers simply could not afford new fixtures at those prices.

Paul Staude is one of our house salesmen. He is the son of a piano maker and he grew up in that business and became an expert cabinet maker. In addition, he has been a hardware retailer. All combined, his experience constituted

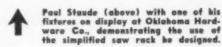
an ideal background.

At that time, reconstruction was nearly complete at a lumber yard that had been destroyed by fire. Emzy Saul presented a store plan that was accepted and Paul Staude entered the successful bid on new fixtures. Staude built that first order of fixtures, at night and in spare time, in his own 20 by 30 shop, which is now used only for research and for construction of component parts for the use of sub-contractors as models.

Since that first expedition into









Pipe fittings island, top, replaced bin type fixture and saves much space.
An important feature of the modernized arrangement was that the selfservice here resulted in a 20 percent increase in sales. This paint fixture (bottom) stocks all the paint that formerly filled 20 feet in wall space. Fixture is 8 feet long, 7 feet high, holds 276 gallons of paint in assorted sixes and also displays paint brushes.

store - planning, plus fixtures, there is a fixed routine for the handling of inquiries about modernization from our retail dealers.

Such inquiries come from our 26 field men, who are constantly discussing modernization with retailers. Saul receives the inquiries, writes a letter asking for an appointment. This granted, he visits the retailer with a projector and colored slides, showing modernized stores and fixtures we have installed. If the dealer is genuinely interested, Saul takes exact over-all measurements and, while there, makes a crude sketch

of the store layout, showing various categories of merchandise and locations. When he leaves, he and the dealer are in accord on what they are working toward; and Saul also knows if the dealer wants new fixtures complete, or prefers to utilize some of the old fixtures. These can often be moved to the rear, refinished to match, be re-styled, or given the appearance of re-styling, with a continuous overhead canopy.

Then, still in his spare time. Saul does a complete sketch of the store-layout he recommends. with re-location of merchandise. With this complete, and with fixture prices from Staude, Saul calls again on the dealer, or the dealer comes to our store.

Sometimes, when a dealer sees the proposed new layout, he is completely sold at first glance and displays a new, revitalized interest in his business. Oftentimes. there is a selling job to do. The dealer will caution, "Let's not make it too nice or my customers won't come in." In the face of this negative attitude, Saul generally asks the dealer if he drives a modern car, if he lives in a

(Continued on page 139)

"The more progressive we can make a merchant, the more merchandise he will sell."

Wholesalers' Trade Shows

.... carefully planned and heavily publicized as buying shows, the exhibits being staged by Southern hardware wholesalers are hard-hitting, effective sales promotion On Sunday afternoon, August 31, the doors swung open on the annual Fall Merchandise show held by Beck & Gregg Hardware Co. in Atlanta, Georgia. Over the next three days more than 900 dealers flocked in to view the displayed products of 150 manufacturers. Dealers responded enthusiastically to what they saw, and buying was brisk. From the viewpoint of dealers, manufacturers, and the sponsoring company the show was an unqualified success.

Similar activity such as this was repeated many times down South



Beck & Gregg's annual Fall Merchandise show was held over the Labor Day weekend. More than 900 dealers attended and buying was brisk.

A VIGOROUS STEP IN SALES PROMOTION

BUDDY BOATS

BUDDY BOATS

Stratton-Warren's three-day spring show in 1958 was held in the company's showroom and featured more than 75 displays set up by manufacturers.

during 1958. Southern Hardware's recent survey of Southern wholesalers disclosed that 46% hold some type of dealer merchandise show. Such shows represent a significant and effective sales promotion effort by Southern hardware wholesalers in response to the demands of the times.

Further, these shows are a positive reply to the oft-heard complaint by manufacturers that wholesalers are rendered ineffectual by the wholesalers' own complacency.

One Southern wholesaler who prefers to remain anonymous sums up the situation in this way: "At the manufacturing level we hear wholesalers accused of continuing complacency. Naturally, this is justified in some instances. But too frequently manufacturers will blame wholesalers for inadequate sales and merchandising effort without honestly facing up to their own shortcomings in this respect. These dealer shows are a major step forward in this business of sales promotion. They bring manufacturers face to face with dealers, enabling them to back up the selling efforts of the wholesaler salesmen with some on-the-spot merchandising of their own."

While the ultimate purpose of the shows are the same, the mechanics of putting a dealer show together differ from house to house. The several shows which SOUTHERN HARDWARE will review here represents only a small fraction of the number given down South, but will serve as represent-



Findlater Hardware Co.'s first spring merchandise market featured the lines of more than 50 manufacturers. 125 dealers attended the one-day exhibit.

ative examples of what is being done.

Beck & Gregg Hardware Co.

At Beck & Gregg, for example, the decision was to hold the show over Labor Day week-end, with the official opening on Sunday afternoon. This scheduling took advantage of the maximum time which the average dealer could be away from his business. To provide ample space for exhibits, the convention hall of Atlanta's Biltmore Hotel was selected as the site of the show.

To promote dealer attendance, the company used a series of five mailings which went out to dealers in advance of the show. Then five days before the show opening dealers in the five-state area served by Beck & Gregg received an engraved invitation from Company President W. A. Parker.

The exhibit hall was arranged to provide 100 separate booths for displaying the products of 150 manufacturers. Much of the merchandise displayed was available to dealers at special prices.

Factory representatives manned the booths, and Beck & Gregg salesmen were on hand to conduct their customers through the exhibit. It was emphasized throughout the four-day event that the exhibit was a buying show. For the convenience of dealers the doors re-



Dealers invited to the monthly shows being held by Corpus Christi Hardware Co. are invited to have dinner in the company cafeteria. Shown here with some of their dealer guests are company officials, Bob Flato, lower left, and Joe F. Wood, upper left. At top center is former company official, Oscar Koepke, now a manufacturers' agent.

mained open from 9:00 a.m. to 9:00 p.m., and the company maintained a snack bar throughout the course of the show. Dealer interest was stimulated by the awarding of various prizes and this was climaxed with the awarding of a grand prize on the show's final day.

This was the second such event held at an outside site, and the success and further growth of the show have encouraged company officials to schedule the exhibit as an annual event.

Knight & Wall Co.

In Tampa, Fla., Knight & Wall Co. renewed its merchandise show -the Seminolian-after a year's absence. The 1958 event, however, was staged on a larger scale than ever before. Previously held in a local hotel, the exhibit, in 1958, was held in the Electrical Exposition building located in the Fair Grounds, approximately one mile from the company's warehouse. The larger space afforded by the new location made it possible to allocate an increased amount of display area to the more than 80 manufacturers who participated in the event. In fact, manufacturers were encouraged to use the large scale displays usually employed in such trade exhibits as the National Hardware Show. More than 1200 dealers were attracted to the twoday event (held September 10-11). Those who wished to remain overnight were provided accommodations by the company at a local

This exhibit was also emphasized

as a buying show, and nothing was allowed to interfere with this objective. For example, the company took up no time with formal lunches or banquets. It did operate a snack bar during all hours of the show. Door prizes were awarded at intervals to visiting dealers as one further means of adding to interest in the event.

Bluefield Hardware Co.

Four dealer shows are held annually by Bluefield Hardware Co., Bluefield, West Virginia. In January and July shows are devoted to fishing tackle, while in the same months, at the Roanoke, Virginia, warehouse, control appliance lines are featured.

The fishing tackle shows are staged in the Hotel West Virginia and extend for a four-day period. This show is held in conjunction with a local Merchants & Buyers Week. In addition to fishing tackle the exhibits feature such lines as guns, ammunition, hunting clothes, camp stoves, and lanterns. Usually these are supplemented by television, radios, phonographs, and other appliances.

Advance publicity to dealers is used to build up interest in the two Open House events and this frequently features the major prizers that are to be awarded to dealers attending the event.

C. M. McClung & Co.

In January of this year, C. M. McClung & Co. celebrated its 75th anniversary with a two and one half day dealer show that proved to be particularly successful. And the company added a new twist. Preceding the show, which began at 2:00 p.m. on Wednesday, January 21 and continued through Friday evening, January 23, the company invited the participating manufacturers to take part in a sales clinic for the benefit of company salesmen. Salesmen were divided into groups of four or five, and each group visited the individual booths-used later in the merchandise show-for a 20-minute sales conference with each factory representative. Thus, when the show got under way McClung salesmen were unusually well-informed on the features of new lines



F. M. Cooper, right, chairman of the board of Knight & Wall Co., officially opens the Seminolian, company's annual merchandise show. Looking on are Mrs. Wallace Stoval, wife of a company director, and Jim Wall. More than 1200 dealers attended the show in which 80 manufacturers participated.

and the special bargains available to dealers.

This show was held in Knoxville's Andrew Johnson hotel. In the planning stage a company letter inviting the various manufacturers to participate in the show also outlined the proposed physical layout of the exhibit, the cost of booth space, and other features of the event.

The exhibit was comprised of 56 booths and more than 100 factory representatives were on hand to help McClung salesmen with their customers. Advance publicity emphasized the availability of merchandise at special prices, and, as a further means of winning dealer attention, listed some of the prizes to be given away.

In the words of Marvin O. May, vice-president and sales manager, "The clinic and show were highly successful."

Builders Supply Co.

"Tell More-Sell More" merchandise exhibits were held for a number of years by Builders Supply Co. in San Antonio, but these have been discontinued for the present time. The purpose of those meetings was to acquaint dealers with the various sales aids available and to pass on to dealers ideas and other information which would help them do a better job of merchandising the products sold to them by wholesalers. The exhibits were not promoted as buying shows, and differed in this respect from the other shows described in this review.

These one-day events were publicized in advance by a series of letters to dealers. For the 1957 show chartered buses were used to bring in dealers from towns as far as 185 miles away. From 500 to 600 persons attended these exhibits.

While these shows were successful in creating good will, the actual sales that resulted were not in proportion to the effort and expense that went into these meetings, according to Ganahl Walker, Jr., president of the company. The last show, given by the company in 1957, attracted more than 600 dealers from approximately 45 towns. The cost of the four-hour event amounted to about \$4,000.

Corpus Christi Hardware Co.

Another Texas wholesaler, Corpus Christi Hardware Co., is broadly experienced in this form of sales promotion, having held a number of such shows in recent years. But the company is convinced that a varied approach is necessary. Joe F. Wood, vice-president, explains it this way:

"We try to vary our shows and to adjust them to the times and conditions. We feel that the same show presented in the same way each year loses some of its attractiveness to the dealer, and we try to get variety into the things that we do."

Corpus Christi Hardware Co. presently holds shows on the average of once a month in the company cafeteria which will seat more than 100 persons. The shows are held at night and visiting dealers are invited to dinner, arrangements for which are handled by a local catering firm. The average attendance at these monthly shows is 63 persons, with dealers coming from as far away as 45 miles.

The objective of these shows is to sell merchandise: "For an hour or so following dinner, we talk to the dealers about the products we sell," Mr. Wood says. "We try to get orders for our merchandise and try to show the dealer why they should handle the merchandise discussed."

The original type of show held by this company was its "College of Hardware Knowledge," a two-



The recent trade show held by C. M. McClung was preceded by a two and one half day sales clinic in which participating manufacturers instructed McClung salesmen in the sales features of their various products. The show, held in observance of the company's 56th year, included 56 exhibits. More than 100 factory representatives were on hand.



Portrait of a Happy Wholesaler

Joe F. Wood, vicepresident of Corpus Christi Hardware Co., is shown here in his office looking with considerable satisfaction at the stock of dealer orders resulting from the company's "Sell-A-Bration," a trade show held several years ago.





Dealers are shown here inspecting merchandise at a recent show held by Wimberly & Thomas Hardware Co., Birmingham. Two shows are held annually and seasonal items as well as general hardware and new products are featured.

day affair held in a hotel on the beach. In this show a number of class rooms were set up with factory representatives serving as instructors. Instruction was given dealers in how to sell more effectively various types of merchandise. Individual brand names were not emphasized.

These meetings were well-received and probably will be renewed at some time in the future.

Another successful promotional effort by the company was its "Sell-A-Bration" held in 1956 in observance of the organization's 50th anniversary. Staged in Corpus Christi's Exposition Hall, the dealer show included 150 exhibitors displaying the lines of more than 200 manufacturers. Impressive prizes were awarded dealers attending the show, which also scheduled certain entertainment events for the ladies such as boat cruises each morning of the threeday exhibit and a style show luncheon.

Wimberly & Thomas

In Birmingham, Wimberly & Thomas Hardware Co., holds two shows annually, one near the middle of January and the other in early August.

Once again these are stressed as buying shows. The idea is promoted that dealers will save better than 10% by participating in the shows. The saving comes from special pricing, extended terms and other special considerations. For those dealers who can take advantage of prompt payment, as much as one percent per month anticipa-

tion discount is offered. Payment for most merchandise is not due until the 10th of the fourth month following shipment.

Months in advance of the show the company starts arranging for merchandise at special prices. Closeout merchandise is also shown.

In the shows all merchandise is displayed on the fourth floor show-room and is priced in three categories: (1) regular merchandise carries a white tag, (2) pink tags are used for special and new merchandise, and (3) blue tags are used for closeouts, subject to stock on hand. Each tag shows retail price, as well as regular dealer price and whatever special price is offered at show time.

The shows are promoted through

advance mailings and by direct customer contact.

The August show is held in conjunction with Birmingham Wholesale Days sponsored by the Chamber of Commerce.

For each dollar spent with a wholesaler the dealer receives a like dollar in "lucky bucks" having a relative value of one percent. These can be used to purchase merchandise at a Country Store which offers merchandise from participating wholesalers at dealer price.

Oklahoma Hardware Co.

Three merchandise exhibits are held annually by Oklahoma Hardware Co., Oklahoma City, Okla,

In January the company stages in Tulsa a Sporting Goods and Tackle Market. A local hotel is used for the two-day exhibit. Later in the month a Spring Merchandise Market is held in Oklahoma City utilizing the facilities of a local hotel also.

In August the company stages its Fall Merchandise Market, again locating the exhibits in a local ho-

Various mailings are used for the promotion of all shows and the emphasis is on buying. Dealers are advised that merchandise will be available at special prices and that extended dating will be offered.

Prior to these shows arrangements are made with suppliers for special prices on much of the merchandise exhibited.

As a further means of gaining dealer interest the company publicizes in advance the impressive list of prizes that will be awarded to visiting dealers.



Sporting goods are among the products featured in the Spring Merchandise Market held in January by Oklahoma Hardware Co. A local hotel is used.



Here the delightful new Medwood Knob, center, is shown with Yale's high-fashion Litchwood escutcheon.

... to widen your choice of distinctive doorware

FASHION NOTE: The flawless beauty of chaste design joins Yale's distinguished line of doorware in the new Medwood Knob. Its clear, clean lines are available in brass, bronze and modern-decor aluminum. It broadens your selection of home hardware appointments which already provide a choice of more than 120 combinations of beautiful Yale knobs and trim.

SECURITY NOTE: The new Medwood Knob can be used with Yale 5200, 5300 and 5400 Locksets, which provide maximum security in cylindrical and tubular locks. The key-in-knob design adds to the Medwood's convenience.

For the high-fashion look plus Yale's dependability, see the new Medwood at leading hardware stores and building supply dealers, or write directly to: The Yale & Towne Manufacturing Company, Lock & Hardware Division, White Plains, N. Y.

Only the Yale look is expensive... YALE &

YALE & TOWNE

YALE-REG. U. B. PAT. OFF.



Officers and directors, left to right, with (H) and (I) indicating hardware or implement dealer, are: Seated, Don Peters, first vice-president (H), Oklahoma City: Don Evans, retiring president and director (H), Ada; Herbert Vieth, president (I), Kingfisher; Byron Dawson, second vice-president (I), Clinton. Standing, Director Carl Lacy (I) of Miami; Stewart Martin, NRFEA director (I), Okmulgae; Directors George Moncrief (I) of McAlester, Joe Burnett (H) of Henryetta; Paul W. Shean (H) of Woodward; Hercel Dobyns (H) of Stigler and W. B. (Bill) Ruxlew, executive vice-president. Net present for the picture were Directors Clyde Hickman (H) of Ponca City; J. Ray Baker (H) of Mangum and Walter Hinton (I) of Altus, all re-elected and the one newly-elected director, Alfred Jensen (I) of Fairview.

Oklahoma Convention

By Baron Creager Southwestern Editor

RETAIL hardware dealers must triple sales volume, by comparison with volume of the late 1930's and unless they are alert to rapidly-changing business conditions, some will disappear from the scene, according to speakers appearing before the 56th annual convention of the Oklahoma Hardware and Implement Association, meeting in Oklahoma City, Feb. 22, 23 and 24.

President Don Evans of Ada, who opened the convention, told members their association had taken a new lease on life during the past year, which began with plenty of problems. However, these were largely disposed of in the employment on April 1 of William B. Ruxlow as executive vice-president, the adoption in May of a program of objectives and later publication of a monthly association newspaper.

Evans reported an increase of 100 in membership with total member enrollment of 511 and said he gave credit for organization revival to Ruxlow and the board of directors.

The convention, with its companion merchandising show, attracted a registration of 5,200, said Ruxlow. Registration was probably higher than in recent years. but with most of the attention focused on the merchandising show, which is considered normal for Oklahoma conventions, and limited interest in business sessions. The latter were convened in a downtown hotel while the show filled a state fairgrounds building where 82 exhibitors in 185 booths of standard, 10 by 10, size, took orders for \$416,000 worth of merchandise in the 18 hours exhibits were open over three days, according to Ruxlow.

Many delegates and exhibitors appeared in Western garb in observance of the Western theme promoted for the event. And members commented on the evidence of more advance effort applied to both merchandise show, with Western-name streets, and convention sessions, with outstanding speakers representing both industries.

This year there were two prin-

cipal business sessions, one each for hardware and farm equipment dealers, with speakers identified with each industry. Previously, it has been the usual practice to collect hardware and implement dealers into one business session.

In the hardware session, the speaker who warned that dealers must triple their volume is Hardy Rickbeil of Rickbeil's, Inc., Worthington, Minn., and president of the Minnesota Retail Federation. His program subject was "Modern Selling and Merchandising," but this he changed to "Merchandising Credit," saying "the day is gone when you can do practically all business in a hardware store for cash."

He added that competition has changed that and said that at Rickbeil's, 47.2 percent of the sales volume is done on credit, with 10 percent added on for carrying an unpaid balance.

"This is the era of triple volume," he continued.

"You have to triple the volume you did in the late 1930's for we now have triple taxation and triple inflation. But the wise use of credit can add from 25 to 40 percent to your sales volume. In our area of the Twin Cities, 60 percent of hardware sales are made on credit.

"Never go to the bank without first making an appointment and never ask for a loan without first setting the stage for it. We (Rickbeil's) are the biggest bank borrowers in Worthington, but we



Jim Krivorlavek, left, receives a plaque recording more than 50 years of association membership from William B. Ruxlow, executive vice-president. Krivorlavek's father founded the Krivorlavek Hardware and Implement Co. in Garber, Okla. The business is now hardware only.

RNIVAI



NATIONAL CARBON COMPANY . Division of Union Carbide Corporation . 30 East 42nd Street, New York 17, N.Y.

have big loans because we believe in using our credit. We work very close to the finance companies, too, for they know all the little details that will make credit work in your store."

Referring to the practice of his store of using a 10 percent "add on" charge on unpaid balances, Rickbeil said, "It is not robbing a customer when you charge that 10 percent. It is robbing if you charge more and you had better know what the law is in your state."

He said that as of the time of his address, Rickbeil's receivables amounted to \$195,000, but that credit losses are less than ½ of 1 percent.

The president of the National Retail Hardware Association appeared on the program to discuss, with charts, the association's "Turnover Hand Book."

He is Melvin Kraemer of Kraemer's Hardware, Marysville, Kan., and before launching into the association discussion he reviewed the acceptance by people of the many changes at all levels of life.

"We must adopt a frame of mind of being alert to changes taking place," he advised.

"All of us will not survive future changes. There will be fewer of us, but those who are left will be better. As merchants we are going to have to be precisionally professional."

On this program, Ruxlow briefly discussed the convention pro-

gram and merchandising show and said an entirely different theme and color scheme for next year's convention-show will be announced later.

One feature of the hardware side of the convention was a breakfast for members of the 25-year club. There was a ladies' fashion party with continental breakfast and discussion of charm by Cathy Bauby.

The one mass entertainment feature was a "chuck wagon" barbecue with entertainment and dancing, in a downtown hotel ballroom where several tons of sand were deposited in one corner of the floor to accommodate livestock introduced for the occasion.

Arkansas Convention

PRICING, advertising, and selling practices to suit fast-changing current conditions received the attention of 2,000 hardware dealers and their wives who attended the 59th Annual Convention and Hardware Show, February 15-16, at the Robinson Auditorium, Little Rock, Ark.

The meeting was opened on Sunday morning, for registration and inspection of the 90 exhibition booths.

Mel Kraemer, hardware dealer at Marysville, Kansas, with a population of 4,000, who is also president of the NRHA, predicted a good year for the well-managed hardware store. The modern dealer, he insisted, must operate on the multi-department basis, so that customers can be served with almost all their needs.

To keep more working inventory on the shelves and to multiply turnover, he urged caution in duplicating brands, and in buying any item merely because it seems "a good buy. Think of the customer you must sell when you do your buying."

Discussing realistic pricing, he insisted that the old 50% markup system is obsolete. About 100 items in the average store should have competitive markup. Many small items can receive 75% markup, while another large group of small items can take a 100% markup. "It pays dealers to go through their

stock and mark up all items that have increased in price on the current market. They should not wait until reordering before changing markup."

"Visual Merchandising Pays Off" was the subject of a talk by Robert L. Schonhoff, sales promotion manager of Pfeifer's of Arkansas, the largest department store in the

state. He advised his listeners to create their own store displays and their own advertising. "There is no such thing as an expert in display and advertising."

Good display begins with the store front, he insisted. "If you own your building, modernize it. Make yourself believe that the future is bright, and let the front of your store reflect this."

He advocated every hardware dealer's having a "hot spot" near the front, with frequent changes in the display. He related how a certain dealer made a "hot spot" of

(Continued on page 106)



Retiring President Adrian Crowe, left, congratulates the new president, W. F. Schallhorn, Jr., Dewitt, Arkansas.



IDEAL

offers the world's widest selection of furnished lines

They're all colorfully illustrated, along with many other fishing accessories, in our 1958-1959 catalogue. Write for yours today.



FLOATS ARE FASILY

FISHING FLOAT COMPANY, INC.

2001 E. Franklin Street - Richmond 3, Virginia Dallas Warshouse: 301 North Market, Dallas 2, Texas

World's Largest Manufacturer of Fishing Floats, Furnished Lines, and Sinkers. sporting goods, which was changed as many as three times each day, with outstanding increase in sales.

He dwelt on the importance of neatness, and urged dealers to find time to dust daily and to keep shelves and tables well filled and orderly.

Advising dealers to plan well ahead for seasonal displays, he reminded them that other dealers duplicating some of their lines would show fertilizer, garden tools, and other competitive items long before the hardware dealer got his displays in the open.

His advice concerning window displays was not to attempt to put the whole inventory in the window. Stick to one classification, such as sporting goods, housewares, garden supplies, or cleaning items. Have an entire window on hobbies, another on paints and accessories. A window of nothing but hammers would pay occasionally.

He urged the use of well-lettered signs on every display. If the dealer has no one in his organization who can letter neatly, an outside sign maker can be employed economically. Speaking on the subject of protective insurance, C. J. Bailey, of Federated Mutual Implement & Hardware Insurance Co., reminded dealers that building costs have increased 350 percent since 1940. Many dealers who own their buildings do not have enough insurance.

He advised the employment of a competent appraiser who could evaluate a building according to current building costs. A blanket policy covering contents of the store and the fixtures was advised. He warned that some dealers forget to insure the contents of a separate warehouse at a different location. Insurance of business earnings in a period of disaster is important and inexpensive.

With insurance that covers earnings, the staff of workers can be held intact, and money to make a new start will be available. Premium costs for public liability are moderate. The dealer who employs one or more people needs the protection of Workmen's Compensation.

New officers elected were: president, W. F. Shallhorn, Jr., DeWitt; first vice-president, Charles Bufkin, Eudora; second vice-president, Joe Miller, Harrison.

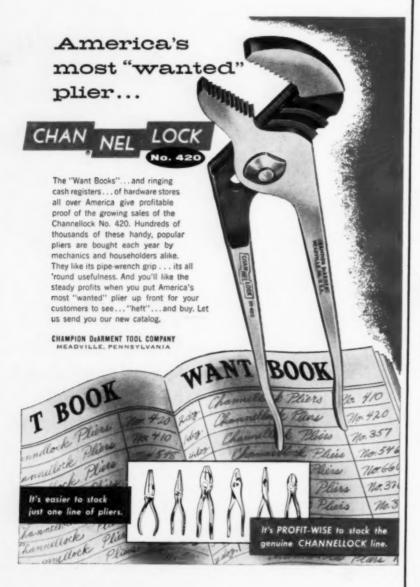
Board members named to threeyear terms: Frank McKinney, Siloam Springs; W. H. Bradford, Ft. Smith; Thomas Bridgeman, Mineral Springs; Harold Ford, Hot Springs; Pete Rudolph, Gurdon.

Lanier Elected to Head Carolinas Association

ARDELL LANIER, of Lanier Hardware, Lexington, N. C., is the new president of the board of directors of the Hardware Association of the Carolinas. He was elected at the association's recent convention



Ardell Lanier



and trade show in Charlotte. He is a past president of the Chamber of Commerce of Lexington, a past president of the Lexington Merchants Association, and is one of the members of the board of the National Polio Foundation.

Other officers elected were as follows: first vice-president, Angus Fordham, Fordham Hardware, Beaufort, S. C.; second vice-president, James Ferguson, Ferguson Hardware, Raleigh, N. C.; senior director, Sidney Mathis, Marion Hardware, Marion, S. C.; and junior director, J. D. King, King Hardware, Hendersonville, N. C. Mr. King is a newly elected member.

Elected to the advisory board were W. L. Trotter, Southside Hardware, Greensboro, N. C.; Thomas K. Ruff, Ruff Hardware, Columbia, S. C.; and Lowman Tyler, Tyler Brothers, Wagener, S. C.

The Requirements of the Job

(Continued from page 73)

New warehouses are in the building stage, others are being planned. Physically, Southern wholesaling is getting a new face.

Sound business policies and practices must be followed in all phases of operation and in relations with dealers. In this, manufacturers have an inescapable responsibility. If wholesalers are to give adequate sales attention to their various lines, manufacturers must clarify sales policies to eliminate the scattering of products through every conceivable type of wholesale and retail distribution.

In the future hardware wholesalers will have an increasing responsibility in helping dealers with their sales and promotional effort. Unless such programs, adaptable in all aspects by all dealers, can be worked out, the independent hardware retailer will lose out in the competitive race for business.

Every effort must be made to enable dealers and wholesalers to place advance orders for merchandise. The problems involved in extended dating are great, but these must be solved at all levels of the trade if the inventory position of dealers is to be strengthened.

A Southwestern wholesaler concisely summarizes certain essentials that will shape the future for Southern hardware wholesalers:

"There is need for hardware

HEADACHE?



Take complete-line ATLAS GET QUICK RELIEF FROM TACK AND NAIL PROBLEMS!



Stock the line in the famous red boxes.

The full Atlas line is equivalent to roughly 12 scattered sources of supply. So with just one source, you eliminate 11 extra orders, 11 extra invoices, 11 extra shipments, 11 extra brands to inventory. And these economies can increase your profits as much as 5%!

Relieve headaches... save time, trouble, and money ... with complete-line Atlas, standard of the industry since 1810. You get recognized top quality at competitive prices, uniform packaging, and modern self-sell displays... all from one source.

Stock Atlas — it makes good dollars — and sense!



wholesalers in general to learn more of the retailer's problems, and to develop and make available to the customer a program at a price he can afford to pay. He must assist the customer in stimulating needed store traffic, and provide him with low cost advertising. Management counselling frequently is sorely needed by retailers, and wholesalers must be prepared to help solve competitive and management problems. The wholesaler who accomplishes these things, meanwhile operating his own business efficiently, will have few worries."

Major Volume from Floor Coverings

(Continued from page 80)

Special equipment is necessary for maximum efficiency in handling such bulky merchandise, and to make the job easier we utilize an overhead chain hoist which moves on a monorail. With this labor-saving device one employee can shift about rolls of hard goods with relative ease. We use a fork lift truck to advantage,

Alabama Association Officers



New officers of the Alabama Retail Hardware Association, elected at the organization's annual convention in Mobile, include, left to right: Bill Wittmeier of Onconta, second vice-president; Frank Ledbetter of Attalla, president; and A. B. Hill, Birmingham, managing director. Silas Martin, Jr., of Wetumpka, (not in photo), was elected first vice-president.

and with a rampole attachment, for example, one employee can move a heavy roll of carpet to the cutting table with no difficulty.

In the warehouse this division has its own loading dock for the convenience of dealers who wish to pick up their merchandise and thereby save freight costs. This brings up one important advantage which the floor coverings division has over the hardware

TWO LANGLEY HIGH-QUALITY, LOW-PRICE REELS



division. On sales of floor coverings no delivery costs are absorbed. All deliveries are f.o.b. warehouse.

We learned long ago that the need for special training and knowledge is most pronounced at the sales level. This accounts for the fact that our salesmen are specialists concerned only with the sales of floor coverings.

As usually is the case, however, good salesmen are not plentiful and we have found it best to "raise" our own. To make their efforts more effective we carry on sales training within our own organization. Additional help comes from factories which from time to time hold training schools of considerable value to territory salesmen.

As an aid in guiding the activities of our salesmen and in keeping them abreast of market developments and new lines we hold four general sales meetings a year. Two of these are held in High Point, prior to the furniture markets staged twice annually in that city. Additional sales meetings are held when special sales campaigns are being launched.

In our method of operation salesmen are assigned regular territories and sell both hard and soft lines. They carry, of course, a representative assortment of samples. And they are backed by the promotional facilities which we have available and by the promotional materials which are supplied to them and to dealers.

First of all, we maintain complete and distinctly separate sample rooms for both hard goods and soft lines in our Charlotte offices. All of our display areas are available to dealers but are closed to consumers. Our available lines can be seen by dealers in the various branch warehouses, and we display our new merchandise at shows and exhibits. We also maintain a permanent showroom at the Southern Furniture Exposition Building in High Point, N. C.

Weekly Stock Sheets

As a further means of keeping dealers abreast of the market we send out weekly stock sheets along with suggested list prices, this information being printed in our own printing department. At the same time, our salesmen receive a copy of all invoices. This keeps them up to date on what has been sold and shipped, and enables them to quickly correct

any errors in pricing.

Since few rural dealers, for example, carry large inventories of soft lines, we make available to them a sample bar of our own design which displays for customer inspection the various types of soft goods offered. The customer makes his selection from the sample bar, his order, in turn, being placed with Allison-Erwin by the dealer.

Contrary to the handling of soft lines, many dealers do carry representative inventories of the hard surface lines. And while our soft goods are sold within a franchised territory, there is no territorial restriction on our sales of the hard goods lines.

Both of our principal sources prepare excellent sales promotion material, most of which we are able to use to good advantage. Occasionally, this type of material has to be adapted to the special requirements of our own territory. In addition, we frequently prepare our own promotions on both hard and soft lines.

Cooperative advertising is comparatively new in the floor covering industry, but from previous experience, we knew that this sometimes can be troublesome, and our problem often is how to control the amount to be allotted to a dealer, and how to arrange for or assure advertising in those areas where it is most needed.

Primary Outlets

Furniture stores are our primary outlet today for both hard and soft lines, but the specialty shops are becoming an increasingly important factor. Here again the need for specialization has created a new type of outlet which, generally, is doing a highly competent job in selling floor coverings.

The importance of service to dealers cannot be overly stressed. In this respect our branch warehouses enable us to fill orders with minimum loss of time. As a rule, an order received by 2 p.m. will be shipped the same day. Such speed is necessary in the current market. With the expansion in the number and types of outlets handling floor coverings dealers must receive goods and supply customers quickly and accurately if they are to maintain their competitive position.





Time-Saving money-maker for your Pipe Service Department

This new 300 is clear out of its price class! Its PLEALD-built motor has extra power and extra-long brush life . . . heavy-duty bump-proof switch . . . PLEALD Speed Chuck with guaranteed tight grip, forward, reverse, replaceable jaw inserts and all-metal hand wheel

... and a lot of other features. Easy to operate. Turn spare time into profitable Pipe Service if you don't already have such a department. Order your 300 today from your Wholesaler!



The Ridge Tool Company



THREADED PIPE...it's Tight ... it's Best ... Costs Loss!





Product of 117 Years of Progress

Quality-controlled materials . . . improved methods based on 117 years' know-how . . . and progressive merchandising and packaging for your convenience—these achievements help make New Bedford the world's best rope buy.

First choice of hardware retailers because:

It's sold in self-dispensing display cartons that: Hold full or half coils Keep rope clean Keep rope coiled

It's pre-measured

Factory marked every ten feet Sell every inch—no remnants Sell right from the carton

AVAILABLE AT YOUR JOBBER



NEW BEDFORD CORDAGE COMPANY

NEW BEDFORD, MASSACHUSETTS Serving the Maritime Industry Since 1842

How to Make Money from Fishing Tackle

(Continued from page 83)

ed to lease a pickup truck for this purpose. And it is too heavy for a

passenger car.

We also learned that such a trailer is not very practical except for fishing tackle sales. There is always something new in fishing tackle and dealers will visit the trailer to see tackle, whereas, other lines do not have the drawing power. In our territory, a trailer is too hot in summer without air conditioning and air conditioning would be too expensive for the results we could obtain.

Our principal advertising and promotion effort is over radio with "Little Willie's Fishing Forecast," which is heard over station WFAA of Dallas. We first tried a local station, but it did not have the power to cover all our market. The Dallas station reaches clearly into all areas of our territory.

"Little Willie's Fishing Forecast" costs us about \$300 a month and, since it has been a year-round program, the annual bill is ap-

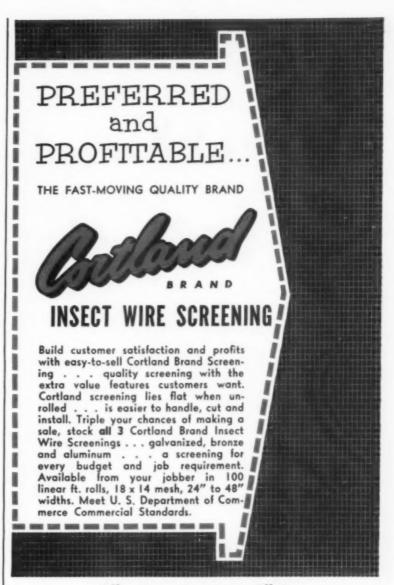
proximately \$3,600.

It is a five minute program at 6:55 on Thursday, Friday and Saturday mornings. "Little Willie" reports on the best places and best times to fish and he also reports on catches from all over the territory. This information is obtained by addressed post cards which we have distributed to fishing camps.

This program is devoted entirely to advertising our own brand. This brand is identified on the program and on the post cards as "Texoma Sporting Goods, a division of Roberts, Sanford and Taylor Co., of Sherman, Texas, wholesale distributors of famed "Texoma Brand' fishing equipment." There are 17 items of fishing tackle carrying our own Texoma brand.

Our radio program is good promotion and productive, we are satisfied in that. But we have been giving consideration to changing it over to six days a week for the six months that cover the most active part of the fishing season. In our territory there are about three months when weather conditions make good fishing spotty.

Then there is our annual catalog, an average of 115 illustrated pages on fishing tackle and related lines, which we always try to complete in January. It is a house-produced catalog, by offset printing, a meth-



Offer Your Customers All 3

e CORTLAND BRONZE Special long-lasting copper alloy screening that is rust resistant. Bright or "Antique" finish.

e CORTLAND GRAY-WICK Durable all-purpose zinc-coated screening made from finest electric furnace steel. Attractive light gray finish.

 CORTLAND ALUMINUM Finest rust-stainproof screening, made from clad aluminum wire. Strong, durable, light.



FREE folders, streamers, newspaper mats are available upon request.

WICKWIRE BROTHERS, INC., Cortland, N. Y.

INSECT WIRE SCREENING - NAILS AND BRADS HARDWARE CLOTH - WIRE NETTING - WELDED WIRE FABRIC

CAVERT & LIPSCOMB — Nashville and Dallas



od which is familiar to all wholesalers who do their own printing.

Our catalog is mailed to all accounts we do not call on such as, for example, the fishing camps previously enumerated. It is personally delivered by salesmen to all other accounts.

This is the story of how we make money from fishing tackle, and a reader must concede our formula is neither complicated nor expensive.

It is true that there is a wide choice of lakes within driving distance for fishermen who buy from dealers in our territory. But I repeat that we have no outstanding advantage. Isn't there a similar choice of fishing lakes throughout the South?

Yes, the opportunity generally exists for wholesale distribution of fishing tackle on a profitable basis. Negative statistics, I am convinced, come from surveys of wholesalers who never have been and never will be interested in fishing.

The Toy Business - -

(Continued from page 87)

Popeye — these and many others play a big part in a child's selection of toys. Educators and psychologists know that play is to a child what creative activity or business is to an adult. These are facts that the wholesale distributor must know and consider in buying his stock of toys.

For the dealer, there are some important tips to remember. Make it easy for the customer to reach and examine the toys. Group together related items such as dolls, games, stuffed animals, pre-school toys, etc. By doing this the dealer not only saves time, but will make it easier for customers to make their selection of "just what they were looking for." Encourage children to browse among the displays on the theory that they will save their pennies to purchase that much wanted item, or will exert pressure on Mom and Dad to purchase it for them.

Toys can amount to a sizable portion of the wholesaler's volume only through year-'round attention. In our company this business, from a small beginning has grown to a volume of which we are quite proud. It did not come easy. Like any other business we have our share of inventory problems, service problems, space problems, returns, carry-overs, etc. But results have made our efforts worthwhile.

Announcing: The New Remington

Model 878

"Automaster"

A featherweight autoloading shotgun at a popular price!

AVAILABLE ONLY IN 12 GAUGE, A GRADE WITH PLAIN BARREL RECOMMENDED RETAIL PRICE

\$10995

Now you can offer shotgunners a lightning-fast gas-operated Remington autoloader at a really moderate price. The new 7-pound Model 878 "Automaster" gives the same super-dependability, the same fast pointing and fine operating features of guns costing much more. It has Quick-Change barrels, light recoil, perfect balance. In features alone, from the finely finished American walnut stock to the convenient cross-bolt safety, the "Automaster" is a topflight seller. Add its remarkable price advantage, and it's a cinch to write autoloader sales history. Cut yourself in for a big share of a widely expanded market now.

SPECIFICATIONS:

STYLE: 3-shot autoloading shotgun—take-down, hammerless, solid breech, matted top surface. GAUGE: 12. BARREL: High-Strength Remington Proof Steel gives maximum strength for modern loads, including standard length (2¾") Magnums. Improved cylinder; modified, full choke. Lengths—26, 28, 30 inches. Plain barrels only. SAFETY: Cross-Bolt Type. STOCK FORE-END: Finished American Walnut STANDARD STOCK DIMENSIONS: 14" long, 2½" drop at heel, 1¾" drop at comb. WEIGHT: About 7 lbs.

"Automaster" is a trademark of Remington Arms Company, Inc., Bridgeport 2, Conn. In Canada: Remington Arms of Canada, Limited, 36 Queen Elizabeth Bivd., Toronto, Ont. **Prices subject to change without sotice.

Remington,



GARDEN TOOLS

PEOPLE ARE BUYING

"J&L ware sells itself when customers can see and feel the difference." E. R. Bates, rear, points out the assured strength and brightness of the line to an Atlanta homemaker and her family. This modern, attractive display was prepared in co-operation with the N.R.H.A.

"We increased galvanized ware sales 35% through display of top quality J&L ware"

... reports Bates Hardware Co., Atlanta, Ga.

"The J&L ware line is so complete that several items can be featured in seasonal promotions throughout the year. And our galvanized ware department runs at a profit all year round," says owner E. R. Bates.

"We keep a complete display of J&L ware within the customers' reach. They can see for themselves that steel ware is best for the service intended," adds co-owner Leon Nalley.

The strength, brightness and permanence of Jalware and Cream City ware, both produced by Jones & Laughlin, are the reasons for this typical dealer enthusiasm.

J&L, an integrated steel company, has a stringent control program that assures consistently top quality ware. No other brand has so many sales advantages.

Next time you order, specify J&L ware for faster turnover, increased profits.



Another example of how more and more people are walking out of more and more stores every day with top quality J&L galvanized ware.



Jones & Laughlin Steel Corporation

Container Division—Consumer Products
Toledo, Ohio; Atlanta, Georgia; Lebanon, Indiana

COLUMBIAN VISE & MFG. CO.

sells only through

WHOLESALERS!

For 65 years, Columbian has been privileged to serve America's hardware dealers—through WHOLESALERS!

We are proud of this record and proud of our WHOLE-SALER ONLY sales policy which we believe is best for the dealer and his customers—and best for us, too.

A few of the reasons why we sell to you through WHOLESALERS are:

YOUR WHOLESALER SAVES YOU TIME. His salesman represents hundreds of manufacturers ... enables you to buy a variety of quality merchandise on one order from one reputable firm. You save buying time ... gain selling time.

YOUR WHOLESALER SAVES YOU MONEY. By carrying large reserve stocks, he eliminates your need for big inventories . . . helps you get fast turnover, more profit on less investment.

YOUR WHOLESALER GIVES YOU SUPERIOR PRODUCTS. He studies markets, compares and tests competitive items, is alert to style changes . . . sells only the best.

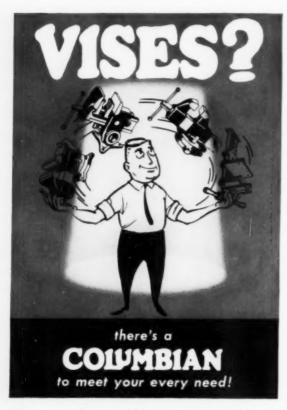
YOUR WHOLESALER ENABLES YOU TO HANDLE MORE LINES. He delivers fast from his warehouse. You can carry minimum stocks with the assurance that he will replace fast-selling merchandise without delay.

AA-4202



See your WHOLESALER today about COLUMBIAN VISES and LEVELS!

The Columbian Vise & Mfg. Co. . Cleveland 4, Ohio





INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS
Help yourself to free literature
and more details on any products or sales aids mentioned in
this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement just insert the name of the company and page number in the space provided.

Southern Hardware pays the postage!

		APRIL, 1959
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	Se SALES AIRS BIRD OF REW PRODUCTS (III	a m ney manusers;
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These cards

can help

you get

valuable

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Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed In the United States

BUSINESS REPLY CARD PIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Hardware

806 PEACHTREE ST., N. E. ATLANTA 8, GEORGIA





BUSINESS REPLY CARD PIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Hardware

806 PEACHTREE ST., N. E. ATLANTA 8, GEORGIA



CATALOGS & BULLETINS

Available free to readers. Write in the numbers of items wanted on the return post card, page 117

"W-40" Fishing Line. A 6-page full-color brochure is offered which describes two free "W-40" Fishing Line Departments, Junior and Senior size; a variety of "W-40" Jackpot Dispenser Assortments, each with 24 free leader-dispensing wheels; eight complete "W-40" dispenser-packed fishing line assortments; as well as the Giant "W-40" \$10,000 (in prizes) Jackpot for dealers. Western Fishing Line Co., Glendale 4, Calif.

Write in No. Al on card, Pg. 117

Fishing Reels. Catalog No. 22 covering the Penn line of fishing reels is available. It is profusely illustrated with detailed information given concerning specifications, prices, capacities, etc. A number of pages are devoted to accessories and to lists of reel parts, how to order parts, and to the care of the reel. Other special pages contain service data, helpful tips for the fisherman, and a chart and pictures of world's record catches. Penn Fishing Tackle Manufacturing Co., 3028 W. Hunting Park Ave., Philadelphia 32, Pa.

Write in No. A2 on card, Pg. 117

Power Tool Guide. A 12-page guide describing 14 popular electric tools plus a list of accessories is offered. It includes pictures of tools and their uses with complete specifications and prices for electric saws, sanders, drills, routers, and garden equipment. The booklet gives pointers on what to look for in purchasing power tools. The tips are given for each type of tool in sections appropriately titled. Porter-Cable Machine Co., 132 Exchange St., Syracuse 4, N. Y.

Write in No. A3 on card, Pg. 117

House Paints. Four colorful folders describe qualities, purpose, colors, and applications for Davis Alkyd Flat enamel, house paints, Vinyl Latex Primer, and clear finishes. The H. B. Davis Co., Baltimore 30, Md., and Savannah, Ga.

Write in No. A4 on card, Pg. 117

Aluminum Nails. Brochure shows complete line of Phifer aluminum nails. It explains tempering and etching of aluminum alloy nails. Price list gives dealer costs of "job size" boxes and 50-lb. cartons. Phifer Wire Products, Box 12, Tuscaloosa, Ala.

Write in No. A5 on card, Pg. 117

Bonded Asphalt Roofing. New literature covers Fry Bonded asphalt roofings for all types of buildings. Fry Bonded products include shingles, roll roofing, and felts. Lloyd A. Fry Roofing Co., General Sales, 5818 Archer Rd., Summit (Argo P. O.), Ill. Write in No. A6 on card, Pg. 117

Logging and Edge Tools. A fourcolor, 8-page catalog describes the company's complete line of axes, scythes, bush hooks, brush hooks, corn knives, corn hooks, asparagus cutters, weed cutters, grass whips, and grass hooks. American Logging Tool Corp., 4203 Union Blvd., St. Louis 15, Mo.

Write in No. A7 on card, Pg. 117

Tank Balls and Floats. Catalog sheets feature the company's line of rubber tank balls and guaranteed leak-proof copper and plastic floats which are available in a full range of sizes for all applications. The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio.

Write in No. A8 on card, Pg. 117

Building Specialties. An enlarged M-D catalog which contains 64 pages plus cover is offered to dealers. The outside cover is dominated by a 3-D rendition of the M-D trademark in four colors against a black background. The inside pages, printed in three colors, completely illustrate all

of the building specialties manufactured by the firm. Macklanburg-Duncan Co., Box 1197, Oklahoma City 1, Okla.

Write in No. A9 on card, Pg. 117

Garden Hose and Sprinklers. Colorful catalog sheets, #8-625, covering the complete 1959 Supplex line of reinforced and non-reinforced garden hose are available. Sheet #4028 describing the Flexible Sprinkler gives a complete description of the new reel on which the sprinkler is packed. Supplex Co., Division of Amerace Corp., 225 North Ave., Garwood, N. J.

Write in No. A10 on card, Pg. 117

Galvanized Ware. The publication of a 16-page catalog describing the full line of J&L galvanized ware is announced. Alongside the pictured products are descriptions, specifications, and shipping information. The product line includes pails, tubs, trash cans and burners, coal hods, fuel cans, water cans, etc., for a variety of industrial, commercial, and domestic uses. Container Division, Jones & Laughlin Steel Corp., City Park and Hamilton St., Toledo 1, Ohio.

Write in No. All on card, Pg. 117

Builders Hardware. A colorful 104page catalog illustrates the company's full line of builders hardware. New items in the Safe line include Champion and Adams-Rite type hardware as well as Fraim padlocks. Safe Padlock & Hardware Co., Lancaster, Pa.

Write in No. A12 on card, Pg. 117

Fence Products. "American Products," an illustrated general catalog listing fence and kindred products, is available. In addition to describing numerous types of fences and posts, the 41-page catalog also contains information and specifications on such other items as bale ties, corn cribs, hardware cloth, nails, roofing sheets,



You don't have to ask \$550 to \$600 for the top grade when you sell

RAZOR-BACK®

The only shovel forged with an extra thick backbone clear down to the cutting edge, RAZOR-BACK undersells by at least a dollar any premium grade shovel that even approaches it in strength. Shovels that compete with RAZOR-BACK in price are not built to do its work.

Sell the RAZOR-BACK. It pays you your full profit; it *guarantees* your customers more service for their money than any other shovel on the market. You need stock only 4 patterns for 90% of your business. Speeds turnover. Order from your wholesaler.

THE UNION FORK & HOE COMPANY • Columbus 15, Ohio
Makers of Green Thumb Lawn and Garden Tools

welded wire fabric, stone wire, trellises and agricultural wire rope. A chart and table is provided to determine how much fence and how many posts are required to enclose farm acreage. American Steel & Wire Division, U. S. Steel Corp., Rockefeller Bldg., Cleveland 13, Ohio.

Write in No. Al3 on card, Pg. 117

Casting Rods. A catalog is available which presents the company's line of casting rods. New rods are highlighted and a number of price reductions are given. Betts Manufacturing Co., New Holstein, Wis.

Write in No. Al4 on card, Pg. 117

Wrenches and Socket Sets. A 12page catalog describing Billings Life-Time Wrenches and Socket Sets is available. Catalog is illustrated with complete description of each wrench and socket set. The Billings and Spencer Co., Hartford 1, Conn.

Write in No. A15 on card, Pg. 117

Fishing Tips and Tackle. The 24page "Tips and Tackle" booklet, available to dealers for distribution to their customers, features stories on a fishing trip to Canada by Mo Hoffman and an informative article on spinning for Steelhead by Jim Gillard. Also included are useful tips and hints on fishing with spinning and fly equipment, as well as a complete description of the 1959 Airex line of tackle. The NSFA world spin fishing records, revised for this year's publication, are given. Airex Corp., 411 Fourth Ave., New York 16, N. Y. Write in No. A16 on card, Pg. 117

Relief Valves and Wall Hydrants. A 4-page bulletin, LL-5990, describing water system relief valves lists two models, Nos. 451 and 452, for pressure only protection in cold and hot water lines. For both temperature and pressure relief, it offers Nos. 453, 494, and 495. Bulletin LL-8841 describes the Mansfield line of frost-proof wall hydrants. Offered in standard 8-, 10-, 12-, and 14-inch lengths, hydrants are available with three different adapter ends. Mansfield Sanitary, Inc., Perrysville, Ohio.

Write in No. A17 on card, Pg. 117

Store Fixtures. Fully illustrated merchandised wall fixtures, a complete line of gondolas, counters, show-cases, and display accessories are presented in Catalog #59N. Price list included. A feature of the catalog is instructions for the dealer to obtain free store planning service. W. C. Heller Co., Montpelier, Ohio.

Write in No. Al8 on card, Pg. 117

Tapes and Tape Rules. Colorful catalog pages cover the company's complete line of hardware items which includes all types of steel measuring tapes and tape rules from 3- to 100-feet, and augmented by

WITH THE COMPLETE

CRESCENT LINE





- Quality merchandise
- Popularly priced
- Nationally advertised
- · Broad, diversified line
- Free store displays and merchandising assistance



CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

Prefer HEX HEADS of SQUARE HEADS?



... and we'll be more than pleased to fill your needs.

The choice between hex head and square head bolts, we feel, is up to the *customer*. What he wants, we'll supply.

That's why CLARK... a tested and proven producer of carriage and machine bolts for over a hundred years... supplies both hex and square heads.

They are available in a full range of sizes ... with or without nuts ... in bulk or Clark's superior packaging.

Write today for complete information and prices.

REQUEST FREE CATALOG covering the complete CLARK line of industrial fasteners.

CLARK BROS. BOLT CO.

MILLDALE . CONNECTICUT

HELPFUL BOOKLETS FREE!

woven tapes, plumb bobs and hand levels. The pages are illustrated and give outstanding features of each item, plus packaging information, weight, prices, etc. Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J.

Write in No. A19 on card, Pg. 117

Marine Lamps and Accessories. A 16-page 1959 General Catalog covers the complete line of marine lamps and accessories, fully illustrated and with detailed information. K-S Marine Products, Inc., Oakville, Conn. Write in No. A20 on card, Pg. 117

Hack Saw Blades. A catalog page is available covering the Griffin line of Hand Hack Saw Blades, Coping Saw Blades, Jig Saw Blades and Scroll Saw Blades. G. W. Griffin Co., Franklin, N. H.

Write in No. A21 on card, Pg. 117

Door Hardware. A booklet illustrating door hardware items contains compact technical information and provides answers to customers "most asked" questions. The 12-page booklet, #A-91 Lumberman's Catalog, is in color. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Write in No. A22 on card, Pg. 117

Drill Attachments. Two catalogs are offered on the company's hardware line. One is a 4-page, 11" x 11" folder suitable for inclusion in wholesalers' catalogs. The other is an 8½" x 11", 8-page book that wholesalers can make available to all their dealer prospects. Items cataloged in both books are: Supreme Brand Chucks; six models of Supreme Screwdriver Attachments; the Supreme Versamatic; and the Supreme Versamate. Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill.

Write in No. A23 on card, Pg. 117

Spring and Summer Sports. The 1959 D&M Spring and Summer Catalog contains 38 pages of D&M merchandise along with appropriate illustrations and descriptive information. Featured is the line of MacGregor golf equipment. The Draper-Maynard Co., Cincinnati 32, Ohio.

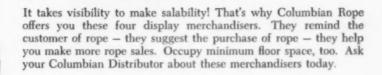
Write in No. A24 on card, Pg. 117

Hand-Tool Equipment. Auger and electric drill bits, chisels and gouges, drawknives, door lock bits, the #515

When Well Displayed...the Sale is Made!

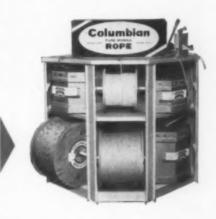


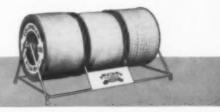
Show your Columbian Rope In these attention-getting Columbian Merchandisers!



The PICK-ME-UP brings self-service to rope sales. It displays 50 ft. and 100 ft. Columbian Manila Rope Coils packaged and ready to go. No weighing . . . no measuring . . . no cutting. The Pick-Me-Up—22" x 22" x 54 ½" —takes less than 4 sq. ft. of floor space. Top shelf for ski-rope and other small items. Rope sizes ¼", ¾", ½".

MERCHANDISER #57 displays 6 Colpack Cartons with a variety of ropes, including two 100-lb. cartons or 6 full reels plus two 25-lb. reels. Rope feeds through guides to simple, accurate measuring device, is quickly cut to any desired length. Merchandiser #57 is 54½" long, 44½" high, 23¾" deep, has 12½" high sign on top.





COLUMBIAN COLPACK ROPE RACK displays rope in smaller sizes. Holds one Colpack 25-lb. carton and two Colpack 50's, Takes only 20" x 30" floor space. Top shelf for water-ski rope, small coils

COLUMBIAN DISPLAY RACK holds three reels of Columbian Stabilized Nylon Rope or Columbian High Tenacity Polyethylene Rope, in ½4", ¾5" and ½" diameters. Fits easily on shelf, counter, or on top shelves of Pick-Me-Up and Colpack Rope Rack.



COLUMBIAN Rope Company

Auburn, "The Cordage City," New York

The Man Who Knows the Ropes Says, "Columbian!"

NEW PACKAGING for pegboard displays ... boosts chain sales



Taylor Chain—first in the industry with the packaging of TM Halter and Dog, and Dog Runner Chains in polyethylene, "see-thru" bags. Attractive eye-catching saddle stops store traffic. Punched for pegboard displays. Identifies product, size and use—provides space for retail price. The result, many more

self-service sales...faster turnover and better profits for you. Packed ten chains to a carton. Call your jobber or write today for details.



S. G. TAYLOR CHAIN CO., INC. Hammond, Ind. — 3505 Smallman St., Pittsburgh 1, Pa.

Nail Puller, and other hand-tools are pictured and described in a catalog available from the manufacturer. Greenlee Tool Co., 1822 Herbert Ave., Rockford, Ill.

Write in No. A25 on card, Pg. 117

Pumps. A loose-leaf catalog, No. 1, of the complete Commander line of water pumps, water systems, and sump pumps is available. The line includes jet, submersible, and pistontype pumps in a wide variety of shallow well, convertible, and deep well models. The Tait Manufacturing Co., 200 Detrick St., Dayton 1, Ohio.

Write in No. A26 on card, Pg. 117

Plastic Pipe. Ace Supplex flexible polyethylene plastic pipe and fittings are described in Bulletin CE-57. Contents of the 8-page bulletin include: applications for Supplex pipe, sizes of standard pipe and fittings, installation instructions, technical properties, and estimated flow rates for water in various pipe sizes. It also contains a chart which lists many common industrial liquids and specifies which of these liquids may be carried in Supplex piping. Amerace Corp., 200 E. 42 St., New York 17, N. Y.

Write in No. A27 on card, Pg. 117

Hack Saw Frame. An adjustable tubular hack saw frame, No. 325, with chrome-plated handle and gold-finished blade, together with other tools and kits made by the company, is fully described in an available catalog. Great Neck Saw Manufacturers, Inc., Mineola, N. Y.

Write in No. A28 on card, Pg. 117

Lawn Mowers. Catalog sheets which picture the entire Lazy Boy and Capri lawn mower line and the new Lazy Boy riding rotary mower in full color, with complete descriptions of best-selling features, are offered. Two new self-propelled mowers are in the line for 1959, 22" and 24". Lazy Boy Lawn Mower Co., Inc., 1315 West 8th St., Kansas City, Mo. Write in No. A29 on card. Pg. 117

Padlocks. Padlocks to meet every need are described in a 20-page catalog which features actual size illustrations of the company's entire line. Included for the first time is a section on special long shackle padlocks. Also described are two newly designed super security padlocks which have an extra short shackle clearance of only ½-inch. Other sections of Catalog #56 describe Master's Special Service Department, as well as Master's padlock and bikelock display boards. Master Lock Co., Milwaukee 45, Wis.

Write in No. A30 on card, Pg. 117

Canvas and Nylon Products, A complete line catalog is available which contains 48 pages devoted to pup tents, tarpaulins, Sure-Fit boat

IT PAYS TO SELL THE BEST... CHOREMASTER 22" HEAVY DUTY TILLER

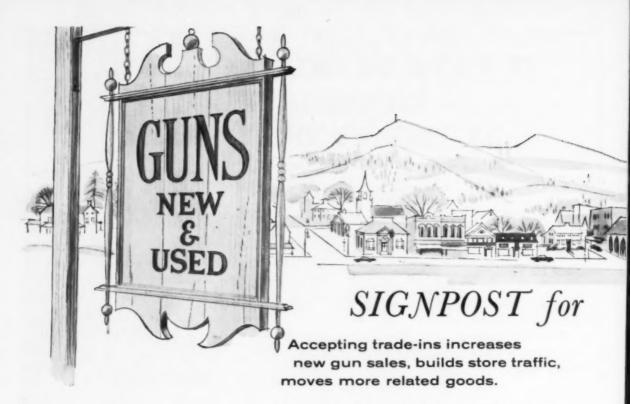


Sold to Franchised Dealers

See your King Salesman or write for information:

KING HARDWARE COMPANY

490 Marietta St., N.W. Atlanta 13, Georgia



One of the easiest ways a firearms dealer can increase sales is to put himself into the used guns business. A few reliable trade-ins, an exposed rack, and a handlettered sign can give you a whole new business horizon—overnight.

A NEW TREND

Dozens of dealers are adding this new ace to their hands every day, and the reason is simple. In earlier years, it took an extremely knowledgeable man to judge the fair price to pay for a used firearm and its potential resale value. As a result, only a few large operations could run a used gun operation profitably. But something new has been added in recent years. Just as used cars have Blue Books, the Used Gun market now has its own published guides to values. In addition to those available in book form, several trade publications carry such guides as a regular feature. Complete in every detail, these guides help everyone concerned get a fair break on trade-ins: seller, dealer and buyer alike.

MANY DEALER ADVANTAGES

Using trade-ins to set up a used gun rack gives a firearms dealer seven important advantages.

- 1. Immediate Profits. The profits on used guns can be surprisingly high. Because of their lower price, they frequently enjoy a surprisingly fast turnover.
- 2. Immediate New Gun Customer Created. The man who sells you his used gun is, nine times out of ten, selling it to make room for another. He is already psychologically in your debt for having taken the old one off his hands. What better prospect could you have for a new gun sale?
- 3. Increasing Store Traffic. Once the word gets around, your store will attract many new customers looking for "bargains," an extra gun, or trying to buy their first gun at a minimum investment. Your store becomes an exciting, in-



SUCCESS

teresting place to drop in – and to do business in. Many customers will find the used rifle or shotgun they want, but others will finally choose from your stock of new firearms. And almost all will be prime prospects for the purchase of some related goods item.

- 4. New Market. Selling used guns broadens your market. Men who make a modest salary need no longer feel themselves priced out of shooting sports. And the average used gun purchaser becomes converted to shooting. Once converted, price—within reason—becomes no object. Before the end of next season, the same man may have you sell him a new firearm carrying a very respectable price tag.
- **5.** Prevents Lost Sales. Give customers and potential customers a chance to buy good, used trade-ins economically and you've automatically cancelled out the price appeal of the mail order advertisements for war surplus firearms.
- **6.** Creating More Shooters in the Family. Used guns can remove the last barrier between a one shooter family and a family where shooting has become a family sport. The father who may have hesitated about buying his son a rifle, buys one for the boy and another for his wife.
- 7. New Ammunition and Related Item Sales. It goes without saying that every firearm you sell—new or used—is going to need ammunition, and you're the logical man for the customer to buy it from. Another thing to remember is that every new shooter you create through the sale of a firearm, is a man who will soon have to spend a very considerable sum for additional gear before hunting. Your store should be his first choice for these purchases.

RENTING GUNS-Another lucrative possibility

One dealer recently reported that renting used guns had meant a 200 per cent better volume in gun sales. Here again, the frequently proven theory was that hunting or any other shooting sport will make an enthusiast out of almost anyone who tries them. By renting his used firearms for \$3 a day, this dealer found he was gaining back his trade-in price on the used gun, subtracting nothing from the eventual resale price and giving many non-shooters "a chance to get their feet wet"—all in all, a very satisfactory arrangement. It's an angle you might like to consider yourself.

SHOOTING "SELLS ITSELF"-Give it a chance

That alert dealers have found new profits in dealing in and renting used guns is no surprise. Give a man, woman or child a taste of hunting, or any of the target sports, and the chance is you've made a new shooter—and no one needs a bigger variety of shooting and hunting equipment than the person who has just found himself a brand new and tremendously exciting hobby.

If you can't sell 'em a new rifle or shotgun, sell one that's used but safe. Before long, the chances are he'll be back looking to see what you've got in Model 12's and Model 70's.



WINCHESTER-WESTERN DIVISION, OLIN MATHIESON CHEMICAL CORPORATION, NEW HAVEN 4, CONNECTICUT.

covers, and many other items. Hoosier Tarpaulin & Canvas Goods Co., 1302 West Washington St., Indianapolis 6, Ind.

Write in No. A31 on card, Pg. 117

Hand Tool Handles. Catalog A and Chart B are available to assist customers in determining which handle correctly fits certain striking and edge tools. Both are illustrated and give full details; information is given also on the quality of the product. O. P. Link Handle Co., Inc., Salem, Ind.

Write in No. A32 on card, Pg. 117

Special Purpose Planes. "How to

Use Special Purpose Planes," a 20-page booklet on various types of rabbet, router, and double-edge tongue and groove match planes, is available in reasonable quantity to dealers who may have them imprinted if they wish. Profusely illustrated with line drawings showing the planes in use and the innumerable cuts that can be made with special purpose planes, the booklet will be helpful to both veteran woodworkers and beginners. Stanley Tools, New Britain, Conn.

Write in No. A33 on card, Pg. 117

Screw Anchors. Separate catalog sheets in two colors describe and il-

lustrate Molly Jack Nuts, Molly screw anchors, Molly utility plug, and Molly Hi-Speed Installer, Molly Corp., Reading, Pa.

Write in No. A34 on card, Pg. 117

Fishing Accessories. The full range of the company's casting, surf-squidding, and monofilament fishing lines and related equipment—43 types, in all—is described in a compact catalog, illustrated in color. Each line type appears in a separate, quickly-located section. New packaging developments are detailed, and a convenient list of the company's nation-wide structure of representatives is also included. Sunset Mills, Petaluma, Calif.

Write in No. A35 on card, Pg. 117

Water Skis. The Hydro-Flite line of water skis, aquaplanes, and accessories is presented in catalog No. 14. The catalog is in color, with the skiing equipment pictured and fully described. Hedlund Manufacturing Co., Nokomis, III.

Write in No. A36 on card, Pg. 117

Plastic Pipe. Literature and complete product data on all types of plastic pipe manufactured by the company is available upon request. Pipe includes Polyethylene, ABS, Polyvinyl Chloride, Butyrate, and Chem-Weld drain pipe. Each coil of Southwestern Polyethylene is now wrapped or packaged. Southwestern Plastic Pipe Co., P. O. Box 117, Mineral Wells, Texas.

Write in No. A37 on card, Pg. 117

Toys. A full-color catalog insert is available which features the leading items in the company's 1959 line of doll carriages, strollers, and Keystone items. The items are illustrated in their actual color combinations and a complete description including specifications and weights accompanies each illustration. Also available is the toy firm's complete 16page, four-color catalog featuring the full line of 18 doll carriages, 10 strollers, two table and chair sets, six rockers, and two toy chests, plus many Keystone Division items. South Bend Toy Manufacturing Co., South Bend, Ind.

Write in No. A38 on card, Pg. 117

Farmers and Ranchers Handbook. Information essential to successful farm operation and items of interest to every member of the family are included in the complete 72-page full color catalog of USS Steel Products for farm and home. Fencing, roofing and siding receive special coverage with numerous illustrations, application helps, specification charts, and "how to" instructions. General information on care of animals, tips on electricity, fish ponds, etc., the use of nails; information about building materials; and an offer of free building plans

builds things better for your customers ... builds MORE PROFIT for you!



Atkins Guaranteed Saws Saw Tools · Files · Knives

ATKINS makes a man proud of his work and proud of his tools. It's the kind of satisfaction that leaps from friend to friend ... bringing new customers to your store ... building steady repeat business and fast turnover! Fast turnover at full profit because world-famous ATKINS quality is easy to sell, it stays sold ... and it wins loyal customers for all hardware needs. Call your ATKINS Distributor today! He has complete stocks to fill your needs promptly.

SECOND CENTURY of Service to the Hardware Trade



ATKINS SAW DIVISION, Borg-Warner Corporation

Branches: : Expert:

ESTANDES - SAN TRANSCOOL CHICAGO - CHATTANNOLL PROLADELPHIA - POSTLANOL GGE. Export:



That's the Hi-Standard line for '59!

From the world's biggest manufacturer of .22 caliber handguns come these sleek, sure-shooting sensations:



The Dura-Matic: in autoloaders, this is the most gun for the least cost . . . perfect for plinking and target fun! Smooth-as-silk action, uncanny accuracy with .22 long rifles.



The Sport-King: here's a 10-shot autoloader equally popular with sportsmen and target shooters . . . fires .22 long rifles, features positive lock safety, and choice of 634" and 43/2" interchangeable barrels.



The Sentinel: nine-shet revelver available with 236", 3", 4" and 6" barrel . . . all firing .22 shorts, long and long rifles at the shooter's option. Snub-barrel Sentinel is a shining sales sensation comes in sparkling gold, turquoise, pink Dura-tone finish as well as deluxe nickel or blued.

The Double-Nine: fastest-sheeting. fastest-loading, fastest-selling of all Western-Style handguns . . . 9-shot single and double-action . . . with single-stroke, multiple ejection . . . truly authentic design and priced below all other .22's

This year the pace in faster-moving handguns will be set again by Hi-Standards — the most popular .22 autoloading pistols and revolvers ever. They look right, shoot straight, and sell on sight. For more sales, higher profits than ever, stay with the trend -

See your jobber salesman - or write for new full-color catalog.

THE HIGH STANDARD MANUFACTURING CORP.

HAMDEN . CONNECTICUT



ARCTIC BOY

portable water coolers



COLD WATER is a HOT item!

If it's not cold, it's not drinking water! That's your big selling point in ARCTIC BOY portable water coolers...they keep water refreshingly cold and sparkling clear.

Here's why:

- Inset of HOT DIPPED galvanized or stainless steel
- Sparkleen plastic liner is non-toxic, prevents corrosion
- Large opening—easy to ice and clean
- Extra large insulation space
- Popular 2, 3, 5, 10 and 15 gallon sizes

Send for free booklet "Care and Use of Your Cooler." Write Dept. H-34

> SCHLUETER MFG. CO. ST. LOUIS 7, MO.





for various types of farm structures are among the topics discussed. Tennessee Coal & Iron Division, Fairfield, Ala.

Write in No. A39 on card, Pg. 117

Fishing Rods. The illustrated 1959 catalog of Harnell fishing rods is now available. It introduces a line of salt water conventional and spinning rods and blanks known as the "Ultimate." Ultimate live bait or boat rods, and salt water spinning rods are all one piece rods in 8', 9', and 10' overall lengths. The catalog also features other Harnell black spun glass tubular fishing rods. George Hine Products Co., 4094 Glencoe Ave., Venice, Calif.

Write in No. A40 on card, Pg. 117

Garden Shears. The complete Snap-Cut line of garden shears is described and illustrated in a 10-page catalog now available. Pruning shears, hedge shears, grass shears, tree pruners, lopping shears and electric lawn trimmers are all described in detail including specifications, finish, packing, and suggested list prices. Seymour Smith & Son, Inc., Oakville, Conn.

Write in No. A41 on card, Pg. 117

Tapatco Products. A 24-page catalog, combining all Tapatco products under one cover is available. It is printed in three colors and contains over 130 illustrations of Tapatco marine safety products, sleeping bags, casual wear for sports afloat, hunting and fishing clothes, and various swimming and boating accessories. In addition to complete product information and descriptions, a section of the catalog is devoted to a reproduction of the United States Coast Guard regulations which relate to the use of life jackets, buoyant vests and cushions. Another section is devoted to the Special Products Manufacturing Division which makes such diversified products as plastic arm rests, handle grips, tool guards, gaskets, and novelties, plus hair pads for use in upholstered furniture, car seats, etc. The American Pad & Textile Co., Greenfield, Ohio.

Write in No. A42 on card, Pg. 117

Store Displays. Each type of display item from ticket holders to complete display units is fully illus-

-designed exclusively for retailers

T FAST SELLING POWER TOOLS

by American Power Tool Company

POWERED BY "AMERICAN PROCESS" MOTORS



More extra power for longer life, more dependable service



61/2" AND 71/2" POWER SAWS WITH PATENTED SAFETY CLUTCH



TWO '%" DRILLS—1800 AND 2400 RPM
ONE %" DRILL—1000 RPM



TWO ½" DRILLS
REVERSIBLE OR NON-REVERSIBLE

A NEW NAME IN POWER TOOLS



DUAL-MOTION PAD SANDER
ORBITAL AND STRAIGHT LINE MOTIONS



4" BELT SANDER
4" x 24" BELT SIZE



DUAL ACTION SABER SAW STRAIGHT OR CURVILINEAR STROKE



ELECTRIC TRIMMER
SELF-FEEDING, SELF-HONING BLADES



LEARN HOW THE APT PROGRAM CAN INCREASE YOUR PROFITS

This fully illustrated catalog gives you facts on the new line of power tools designed exclusively for sale by retailers. You can make high profits, enjoy fast turnover—without inventory problems and confusion. You sell only top quality when you sell American Power Tools. Wire (your name and address only) today for your copy of the APT catalog and tool prices.

IMERICAN DWER POL COMPANY DIVISION OF AMERICANBINCOLN CORPORATION Tolledo S, Ohio



For more information use Handy Return Card, Page 117

SOUTHERN HARDWARE for APRIL, 1959

The Image of CF&I...

ready to supply you with STEEL HARDWARE PRODUCTS

Quality steel Hardware Products made to exacting standards by one of America's leading steel companies . . . that's *one* thing this giant steelman stands for.

And, there's another phase of CF&I that he symbolizes . . . Service—the national network of CF&I sales offices and warehouses which make adequate stocks of such products as GOLD STRAND Insect Wire Screening promptly available to you.

He can help you increase repeat sales by providing customer satisfaction—the CF&I steel Hardware Products line. Get complete information today, from your jobber, or from any CF&I sales office listed below.

CF&I-WICKWIRE

THE COLORADO FUEL AND IRON CORPORATION



In the West: THE COLORADO FUEL AND IRON CORPORATION—Albuquerque * Amarilio * Billings * Boise * Butte * Denver * El Pase * Ft. Worth * Houston
Lincoln * Los Angeles * Oakland * Oklahoma City * Phoenix * Portland * Pueblo * Salt Lake City * San Francisco * San Leandro * Seattle * Spokane * Wichita
In the East: WICKWIRE SPENCER STEEL DIVISION—Atlanta * Boston * Buffalo * Chicago * Detroit * New Orleans * New York * Philodelphia



Woven Ornamental Fence— 100-ft. rolls, 36", 42" and 48" widths; light or heavy weight, both uniformly galvanized



Hardware Cloth—available in 100-ft. rolls, 4 widths from 24" to 48"; heavily galvanized after weaving



Hex Mesh Netting—all standard meshes; widths from 12" to 72"; 14-20 gage wire sizes; galvanized after weaving



Perfection® Door Springs—strong regular or light pull; japanned, galvanized or cadmium-plated; looped or coned hook end; 16% " long; 12 to the box

Quick Hitch® Gate Springs—oil tempered high carbon steel; japanned or galvanized finish; hook end; 15 15/16" long; 6 to the box



Wesco Chain Display Stands hold, display and sell more chain. They remind customers of chain, permit them to compare and select, and enable you quickly and easily to measure off accurate lengths and take in the money. Handsome in blue and yellow baked enamel this stock display stands safely and rigidly at any vantage point. It will pay a high return on the small floorspace it occupies.



All popular hardware types of chain are available on steel reels. Write for Catalog Sheet of suggested assortments. Reels in the "balanced stock" Assortment "A" are: 175 ft. 2/0 Defi-ance • 125 ft. 3/0 Lock Link • 200 ft. #3 Defiance • 100 ft. #35 Sash • 75 ft. 2/0 Machine, Twist Link • 200 ft. #16 Double Jack • 200 ft. 1/0 Brass Safety Chain.

WESCO Pail-Paks

Proof Coil or BBB Chain. Strong, reusable steel containers. Sizes 1/4", 1/4", %" and %".

OTHER WESCO CHAINS



WESCO Handy Chain

Here is an all-purpose chain which does "a hundred" useful jobs and sells for every one of them. Strong—welded 3/6" straight links, with ring on one end and snap buckle on the other. 5 ft. 6 in. mann mann



WESCO Tie-Out Chains

Come with "Defiance" type links, in 20 and 30 ft. lengths, with 1, 1,0, 2/0 or 3/0 links. Complete with stake ring swivel and snap



WESCO Halter and Dog Chains

Made in 4½ ft. and 6 ft. lengths. Sizes No. 6 to 6.0 inclusive. Bright finish or Bright galvanized finish.

WESCO Log Chains

Sizes 1/4" to 3/4". No. 120 with Grab Hook, Slip Hook and Swivel. No. 110 with Grab Hook, Ring and Swivel. No. 220 with Grab Hook and Slip Hook, without Swivel. No. 210 with Grab Hook and Ring, without Swivel.

ERN CHAIN COMPANY CHICAGO 13, ILLINOIS W. BELMONT AVE.

trated and described in a catalog which contains much information on display assembly. Reeve Co., 9249 East Bermudez St., Rivera, Calif. Write in No. A43 on card, Pg. 117

Life Saving Line. A full color catalog page offering illustrations and dimensions of the company's U. S. Coast Guard-approved life vests and boat cushions will be furnished on

request. Red Head Brand Co., 4300 West Belmont Ave., Chicago 41, Ill. Write in No. A44 on card, Pg. 117

Firearms. An expanded firearms catalog, available to the trade, gives detailed specification information, prices, etc., on the complete Moss-berg line of rifles, shotguns, telescope sights, and Covey hand trap. It includes information on the company's newest models. Catalog is in color. O. F. Mossberg & Sons, Inc., New Haven, Conn.

Write in No. A45 on card, Pg. 117

Fishing Equipment. A 32-page, 81/2 x 11-inch saddle-stitched catalog which gives descriptions, prices, and illustrative details on the complete line of Shakespeare reels, Wonderods, lines, and miscellaneous accessories for every type of fishing is available. The center spread of the illustrated price list is devoted to a 6-page accordion-type pull-out insert giving a full color portrayal of the firm's new level-wind Push-Button reels, the color styling on different price-ranged Wonderods, and the story behind the company's manufacture of its own monofilament at its Soo Valley subsidiary in Columbia, S. C. Four open face Sea Wonder spinning reels also are specially featured. Shakespeare Co., Kalamazoo, Mich.

Write in No. A46 on card, Pg. 117

Camping Furniture. An illustrated, fully descriptive catalog of the company's complete line of folding cots, camp stools, and other canvas-covered furniture items is available on request. Tucker Duck & Rubber Co., Fort Smith, Ark.

Write in No. A47 on card, Pg. 117

Water Pumps. Available to dealers is a consolidated 40-page catalog showing the complete Rapidayton line, including 2- and 3-wire submersible pumps (for wells 0 to 500 feet); shallow and deep well jet pumps; and shallow and deep well reciprocating pumps. The Tait Manufacturing Co., 500 Webster St., Dayton 1. Ohio.

Write in No. A48 on card, Pg. 117

Foot Valves. Bulletin 203, a complete outline of the company's foot valves, with recommended uses, is furnished on request. Strataflo Products, Inc., Fort Wayne, Ind.

Write in No. A49 on card, Pg. 117



They're calling this the best selling drill attachment ever. Ask your wholesaler today about Versamate. You'll be glad you did.



REME VERSAMATE NEW! PORTABLE DRILL SPEED REDUCED UPS POWER 7 TIMES... DOUBLES ITS USES

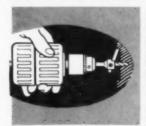
TWO PROFITABLE, EASY TO SELL TOOLS

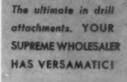
FROM THE MAKERS OF FAMOUS SUPREME BRAND CHUCKS

ES DRILL USEFULNESS... SUPREME VERSAMATIC SIBLE ATTACHMENT











SUPREME PRODUCTS CORPORATION A division of A . S.R Products Corp. 2222 S. Calumet Ave. Chicago 16

Electric Trains. A catalog is available which gives full information and illustrates the company's line of train outfits and accessories. The Lionel Corp., 15 East 26 St., New York 10, N. Y.

Write in No. A50 on card, Pg. 117

Wood Bits. A 24-page wood-boring tool catalog, No. 53, is announced which provides factual selling and ordering information at a glance. All Irwin wood bits, special packaging, and point-of-sale displays are shown and described. Recommended uses for each wood-boring tool, along with balanced stock recommendations, are included. Other features include special packages.

cial sections on the Adapter Shank wood bits, screwdrivers, and factory scenes showing the manufacturing and testing methods employed by the company. The Irwin Auger Bit Co., Wilmington, Ohio.

Write in No. A51 on card, Pg. 117

Fishing Lures. Complete information on its lines of lures, accessories, and displays is covered in the company's 60-page illustrated catalog, and a 14-page supplement presents the action tackle items for 1959. Lures are classified according to types for easy reference, and information on patterns, weights, and packing is given for individual lures

as well as for assortments. Marathon Bait Co., 840 Henrietta, Wausau, Wis. Write in No. A52 on card, Pg. 117

Power Pumps. The company's line of power pumps is described in complete detail in a catalog available to dealers. The various pumps, as well as the line of pump and well accessories, are illustrated fully, and information as to correct pump equipment, water requirements, etc., is included. Special catalogs covering "Submerga" pumps, "CJ", "SJ", and "CJM" jet pumps, hand and windmill pumps and water conditioning equipment may be obtained also. Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa.

Write in No. A53 on card, Pg. 117

Pliers. A catalog containing information on a wide assortment of pliers, hammers, and miscellaneous tools is available, along with a price list. The catalog is in color and illustrates the different tools. Merchandising helps and suggested assortments are described in detail. Champion DeArment Tool Co., Meadville, Pa.

Write in No. A54 on card, Pg. 117

Insecticide Sprayers. Descriptive literature which illustrates the company's garden hose-fitting insecticide sprayer, together with its other hose nozzles and sprinklers, will be furnished on request. Gilmour Manufacturing Co., Somerset, Pa.

Write in No. A55 on card, Pg. 117

Screwdriver Roll Kit. A catalog page is available in black and white which describes and illustrates the TK-5 Hold-E-Zee Screwdriver Roll Kit. The RT-52 Roll Kit, a special electronics kit, is described on the page also. Both kits contain five screwdrivers. Upson Bros., Inc., Rochester 14, N. Y.

Write in No. A56 on card, Pg. 117

Chemical Dehumidifier. A colorful consumer folder, "How To Avoid Rust, Mildew, Musty Odors Throughout The House," is available. It gives comprehensive information about De-Moist chemical dehumidifier and contains a chart illustrating many new uses. Also available are 3-color catalog sheets featuring Oven-Aid Cleaner, Free-All Septic Tank Cleaner, Chimney Sweep Fuel Additive, and Chimney Sweep Fireplace Powder. G. N. Coughlan Co., West Orange, N. J.

Write in No. A57 on card, Pg. 117

Fishing Tackle. Offering a complete line of volume-priced Compac fishing tackle, the company lists hundreds of tackle items including rods, reels, lures, creels, flies, displays, nets, fish hooks, gunscopes, and swivels in an all-inclusive 22-page, spiral bound, two-color general catalog. Commerce Pacific, Inc.,

(Continued on page 138)



PRESTIGE TO YOUR ELECTRICAL DEPARTMENT

Every ROYAL wiring device, fuse, cord set, or spool of wire is made right to work right on the job... and bring back satisfied customers to your electrical department. Every item in the big 4 ROYAL Lines is also packaged right to sell on sight... with big labels that tell your customers exactly what's inside. ROYAL electrical supplies are priced

right, too, for fast turnover, honest value, bigger profits for you!

Stock up now! Add profit plus prestige to your Electrical Department. Write for catalogs and prices, or ask your wholesaler.

ROYAL ELECTRIC CORP.

Pawtucket, Rhode Island



One in a series

JOE LASKY, widely known as an authority on the distribution of home furnishings, has agreed to permit Revere to present a series of his observations of today's housewares distribution picture. No armchair theoretician, Joe's files bulge with some 6,000 idea cards built up through many years of "shoe leather" surveying of distributors and retailers during his career with Fairchild Publications.

We know you will appreciate them, and invite your request for reprints.

Concerning the "cost plus deals" so much in trade news these days

What's wrong with a Wholesaler making a profit?

- don't his many services rate it?
- don't you expect to make a healthy profit on items he supplies?

It happened in the buying office of a big, multiple-store operation, visited during one of my regular "shoe leather merchandising fact-finding explorations."

Seems that this merchant was switching from direct buying to wholesalers for the following good reasons:

- . . . savings on inventory warehousing
- • savings on non-selling warehouse personnel
- . . . savings on insurance and trucking
- savings in reduction of item pilferage from warehouses

PLUS these benefits . . .

- more items for his expanding housewares section
- keeping more capital fluid, instead of in inventories
- • increased turnover frequency

All this sounded like mighty healthy reasoning and good merchandising.

- don't profits help build lasting resource relationships?
- · can any deal be good, when only ONE party benefits?

BUT...this same buyer was also putting the pressure on wholesalers for ruinous "cost plus" deals, which didn't even begin to pay all wholesaling expenses. Certainly there wasn't a ghost of a profit in it; except for the retailer!

It looks like this gent and others (mostly in a few big cities) are building trouble for themselves. In many ways, some of which may show up sooner than they expect!

To date, these tactics have put a few wholesalers on the rocks. How long will it be before other good wholesalers simply refuse to do business this way? When this happens most top suppliers will cheer and back up the wholesalers, of course.

WHAT'S WRONG WITH GIVING A FAIR PROFIT TO THE WHOLESALER WHO HELPS YOU BUILD A PROFITABLE BUSINESS?

There's no such thing as a "good deal" when only one party benefits.



REVERE COPPER AND BRASS INCORPORATED

Rome, New York • Clinton, Illinois • Riverside, Calif.

161 West 24th St., Los Angeles 7, Calif.

Write in No. A58 on card, Pg. 117

Ornamental Iron. The company's 12-page catalog not only covers TFC Ornamental Iron adjustable rails and columns, but also explains how to sell iron work with "step-up" merchandising, getting customers to spend a little more. Tennessee Fabricating Co., 1490 Grimes, Memphis 6, Tenn.

Write in No. A59 on card, Pg. 117

Industrial Fasteners. A 44-page condensed catalog covering the company's line of bolts, nuts, rivets,

HELPFUL BOOKLETS FREE!

screws and other industrial fasteners is available. The catalog is 5½

x 9 inches and contains illustrations, sizes, packaging information and prices on the most popular items in the line. Clark Bros. Bolt Co., Milldale, Conn.

Write in No. A60 on card, Pg. 117

Twine. A 48-page catalog in color "Columbian Twine for entitled. Every Use," is available. It explains how a wide latitude of kinds and sizes of high quality twines are made from fibres such as jute, hemp, sisal, manila, flax and paper, as well as the newer synthetic fibers of nylon and dacron. In an evaluation of twine economy, the booklet describes strength, yardage, appearance and price, the important factors of strength, knot strength and package break. An illustrated twine terminology, a multitude of descriptive photos, and the printing on a heavy stock bond are other features incorporated to make this comprehensive catalog an attractive and helpful booklet on service. Columbian Rope Co., Auburn, N. Y.

Write in No. A61 on card, Pg. 117

Puraps. Lancaster's line of Dutchman jet pumps and of the Lawn-Pak lawn sprinkling pumps are featured on two available catalog sheets. The pages are in black and white, are well illustrated, and contain complete specification data. Also available is a 2-page catalog in full color featuring the Dual Dutchman. Lancaster Pump and Manufacturing Co., Inc., Lancaster, Pa.

Write in No. A62 on card, Pg. 117

Fishing and Marine Accessories. The complete 1959 line of Frabill fishing tackle accessories and marine accessories is shown in a catalog made available to dealers. Frabill Manufacturing Co., 234 West Florida St., Milwaukee 5, Wis.

Write in No. A63 on card, Pg. 117



MORE COOLER for the money!

The Horton Portable Water Cooler is in greater and greater demand. It's packed with value. Check these features: Rugged, galvanized steel double wall • Standard dead air space or Heavy Duty Vermiculite insulation • Purolining, non-toxic inner coating • Perfect fit lid • Original recessed spigot • Riveted, easy-grip handles • Rounded, sanitary inside bottom • Solid bottom support • Complete size range: 1½ gal. thru 25 gal. • All sizes available with stainless steel liner.



See your wholesaler or send for literature.

HORTON EQUIPMENT CO. . P. O. Box 2611 . Houston I, Texas

Paint Line

(Continued from page 85)

chised area.

The average Orgill hardware salesman is paint conscious, paint informed and real enthusiastic with our paint program. The salesmen's interest and cooperation with customers render valuable service to the dealers. The salesmen take paint inventories to help keep stock complete and balanced. They give advance information on new items, explain and help set up promotions. Frequent calls afford dealers the opportunity to include smaller refill paint requirements and sales aids with regular hardware stock orders to

gain freight and quick delivery advantages.

The factory-trained paint and color specialists of the Martin-Senour Paint Co. serve the dealers on technical questions that may arise, adjust the occasional complaints, suggest color styling on special jobs, hold painter meetings for dealers and help in merchandising and display.

Our paint department develops seasonable "leaders" for dealer "specials" to advertise and promote for added volume. A mailing list is kept current and used to acquaint dealers with developments in the paint field. This is done by product bulletins and distribution of price and catalog changes.

The question has been asked: "How can a hardware wholesaler be a distributor of paint and still be competitive with paint manufacturers who sell direct to dealers or who sell through their branch warehouses?"

The answer can logically be: "Somewhere along the line, distribution costs are incurred in warehousing, shipping, selling and accounting and are borne by the seller and are reflected in dealer pricing, or are partially assumed by the retailer in invested capital. larger inventories and loss of services."

Orgill Brothers & Co. as a wholesale hardware distributor of paint is aware of the large market and even greater potential in the development of increased paint sales through hardware retailers. Our paint department is expanding and is an important volume factor in our overall business.

With the growth of our economy, this department has a tremendous and expanding potential in meeting the needs in home building, home maintenance and industrial fields through the medium of the hardware retailer.

Wholesaler Operates Store Planning Service

(Continued from page 95)

modern home, with modern appliances. And he points out to the dealer that his biggest competitor, a certain chain, occupies a very modern store that is "not too nice" for customers.

As the demand for fixtures grew, the home shop of Paul Staude became inadequate. Store fixtures are now manufactured at five different points with the main

profit-making reasons why more dealers are selling

CAMPBELL CHAIN

SELF-SERVICE DISPLAY MERCHANDISERS

"Blue Temper" Merchandiser - two-way display for counter or aisle. Complete welded chain department in one square foot of space. Attractive Reel Display Unit. Bins for accessories at top. Chain cutter attached. Broad variety of assortments available. Cam-Pails - footage pack—all-steel, water-resistant, clearly marked for identification of contents.

STRATEGICALLY LOCATED WAREHOUSES

Assure you prompt delivery and service. Back-up stocks are maintained in a nation-wide network of warehouses.

NEW BLUE TEMPER® PRE-CUT PACKAGED CHAIN

Rich blue color . . . tempered right into the chain itself. Proof Coil Chain-16". 14", 1/4", 1/4"-pre-cut to lengths of 10', 15', 20', 50' and 100'; pre-packed for self-service display; clean-no more dirty handling; labeled for instant identification of grade and size.

NEW "HALLMARK" CHAINpermanently identified 3 ways!

BY MAKE-the Compbell "C" in relief on every other link.

BY GRADE—the grade mark is on every other link.

BY 5' INTERVALS-marked and colorcoded for quick, exact measurement.

"MEASURE-MARK" CHAIN-

originally introduced by Campbell!

Marked exactly every 5 feet . . . for quick, accurate measurement. Colorcoded for instant identification of chain grade. Inventory labels are color-coded, too. Green-Proof Coil; Red-BBB; Blue-High Test; Orange-Cam-Alloy.

> Get complete information from your amaball wholesaler or write direct











CAMPBELL CHAIN

CAMPBELL CHAIN Company

Fertaries and Warehouses: York, Pa.; West Burlington, Iowa; E. Cembridge, Moss.; Alfania, Go.; Houston, Texas; Chicago, III.; Portland, Ora.; Sectile, Wash.; Los Angeles, Sacramonto, San Francisco, Calif. Makers of Famous CAMPBELL Jiffy Lug-Reinforced TIRE CHAINS

shop and paint facilities at Kingfisher, 35 miles northwest; another shop at Dover, 47 miles northwest; two in Oklahoma City and one in Tulsa. All tools used are supplied by the Oklahoma Hardware Co., or manufacturers. at cost or less.

Although five people are normally employed by the Staude Fixture Co., none is on the payroll. It is all spare-time work, utilizing mostly farm and ranch people who have a knack with tools. In the Tulsa shop a retired man devotes himself entirely to cutting out block letters for merchandise identification. It is possible for this man, and others on the spare-time basis, to earn as much as \$100 a week.

Fixtures for an average store, 25 by 70 feet, can be manufactured in 15 days. Five men can set up a store completely in three days. For such occasions Staude takes leave of absence to supervise installation. Where the dealer requires such help, we will merchandise the store for him, but the charge is not \$50.00 a day.

Staude fixtures are standard in

style. There are three basic gondolas, or islands; the nail bin, which can be supplied in variations; the cash and wrap counter. The basic wall fixture is eight feet long and is of four, two - foot panels. Fixtures are finished with three coats of lacquer.

We think Staude fixtures have outstanding advantages over other fixtures. For they contain the best features of commercial fixtures, plus improvements conceived by Staude as a result of his many years of selling and his observation of weaknesses and faults of fixtures. He is not building to a price, for these fixtures have strength where strength is needed. He is actually building the best possible piece of merchandising equipment for the lowest dollar cost.

As previously mentioned, elimination of advertising, sales commissions and such items make possible much of the saving to dealers. There are other circumstances that bring the price down. two of which will be cited here.

The "backbone" of a wall fixture, for example, is of laminated plywood. Originally, the unit cost for labor alone was \$2.25. In quantity, Staude reduced this to \$1.75, but could get no lower with the manufacturing procedure then used.

In his own shop he built a jig in which the "backbone" could be assembled with white glue and nails, eliminating the necessity of clamps. Using this procedure, a part-time employee built 15 "backbones" and it was found the unit cost came down to 75 cents for labor only.

Carload lot buying of plywood also keeps prices down. But in the Tulsa shop, specializing in block letters of %-inch plywood, these letters are cut from scrap purchased from a local factory. This makes it possible to sell block letters to a dealer at 25 cents per letter

That is the story of how we are able to make possible the modernization of more retail stores, by dealers who could not afford to modernize except for our services.

Our dealers who have modernized are selling the idea to other dealers. It is my firm conviction that this fixture project can be developed into a business that will gross \$75,000 or \$100,000 annual-

The more progressive we can make a merchant, the more merchandise he will sell.



first in the field, PIONEERED TODAY'S

"EMPIRE" products have grown with America! Since 1840 our name has been a "buy word" with discriminating farmers.

TILLAGE TOOLS!

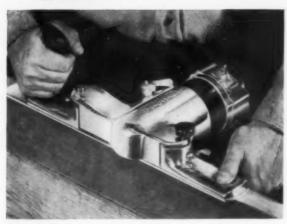
ISOTHERMAL SALT BATH heat treated "EMPIRE" ground engaging tools are unsurpassed in performance — unequalled in stamina. They draw light, scour freely and run true extra long under all soil conditions.



PLOW COMPANY

CLEVELAND 27, OHIO

NEW ONES FROM BLACK & DECKER



NEW B&D ROUTER-PLANE

The new B&D Router-Plane is both a ¾ H.P. Router and Power Plane! As a plane, it gives perfect balance, fast and accurate cutting, easy-to-use depth and bevel adjustments. Extra-length shoe gives greater accuracy in starting cuts. Motor balanced midway between hands for level operation. Longer front handle and thumb rest give control of the job at all times. Quickly adapted to Router; powerful B&D-built motor assures continuous, high-speed operatio 1. Complete Kit includes router motor, plane attachment and router base in sturdy metal carrying case.



NEW B&D DUST-LESS FINISHING SANDER

The answer to those sanding jobs that require fast, clean performance! The Black & Decker Dust-Less Finishing Sander gives a fine satin-smooth surface without objectionable dust! And truly efficient, healthier dustless operation. This new unit connects to a vacuum cleaner to whisk away dust as it forms, leaves a clean working surface. Your customers can sand and paint in the same area! Ask your Black & Decker supplier about the new Black & Decker Dust-Less Finishing Sander now . . . ask him, too, about the regular B&D Finishing Sander for efficient sanding without the dustless feature.







Phillips-Head Screws . . . the spindle clutch does not engage until pressure is applied and disengages when

Set the adjusting collar on "DRILL" and you have a B&D 3/4" Drill. Twist the collar to "SCREW" and presto! With a screwdriving bit in the chuck, the Scru-Drill is now ready to drive either slotted or

EW SCRU-DRILL

BLACK & DECKER

screw is "home." Handles up to #10 x 1½" wood screws, #12 machine screws and nuts. SPECIAL INTRODUCTORY OFFER! Packed with each Scru-Drill is a 6-Pc. Screw Pilot Assortment (regularly \$3.95) FREE with every B&D

Scru-Drill! Limited time only.







6& Deck

DEALER SALES AIDS

For more information on these sales aids use the free post card on page 117

Rope Merchandiser

A self-service rope merchandiser called the Pick-Me-Up is offered by Columbian Rope Co., Auburn, N. Y. The Pick-Me-Up is a display rack holding Columbian Manila Rope in



50 ft. and 100 ft. coils. The coils are cut to measure and ready to go.

Standing 54½" high and measuring 22" x 22" at the base, the Pick-Me-Up occupies less than four sq. ft. of floor space. For more information—

Write in No. K1 on card, Pg. 117

Skin Packaged Files

A new development in file packaging and merchandising is announced by Nicholson File Co., of Providence, R. I. Popular sizes of Nicholson and Black Diamond Files are "skin packaged" for complete protection, mounted individually on colorful display cards and furnished in assortments on a free display rack which stands on the retailer's counter or hangs on the wall. The merchandiser is known as NH48 or BD48.

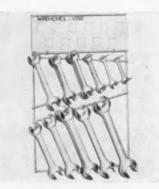


Another new feature is the colorful plastic handle with which each of these files is fitted. For more information—

Write in No. K2 on card, Pg. 117

Tool Merchandisers

Eighteen new displays, featuring 152 tools, are offered by The Vlchek Tool Co., 3001 East 87 St., Cleveland 4, Ohio.



The displays can be grouped together to form a single full line peg board unit, 39" x 96", or they may be used singly, or in various combinations.

Items shown in displays include hammers, chisels and punches, screw drivers, pliers, adjustable wrenches, open end wrenches, box wrenches, combination wrenches and socket wrenches. For more information—

Write in No. K3 on card, Pg. 117

Hand Tool Display

A compact tool display is offered by the Utica Drop Forge and Tool Division, Kelsey-Hayes Co., Utica 4, N. V.

Finished in blonde birch, the dis-



play features five lucite fronted tool bays. It can show 29 tools utilizing a total width of slightly over 12 inches. While basically for counter use, it can be used also on an island or wall.

A catalog page listing information on the rack and all the items in the Utica line is available. For more information—

Write in No. K4 on card, Pg. 117

WEN

... Tools you will sell the most

PROMOTED THE YEAR 'ROUND Reader's Digest—Life, Saturday Evening Post—Esquire,
Popular Mechanics, Popular Science, Mechanix Illustrated



"All-Saw"... Cuts 4 x 4 at 45°...6" Log... Fine Scroll Work . . . WITH COMPLETE SAFETY!

Does Everything a Pattern Saw Will Do; More Than A Circular Saw Does! Does many things a band saw or nibbler will do-and many things that, until now, only a chain saw could. No other portable electric-saw can cut a 6" board or a 6" log, yet cut any pattern, too!

> Cuts 2 x 4, 4 x 4, 6 x 6-all metals, including steel thin gauge to 1/2" -pipe and thin wall up to 2" in diam. Cuts curves, circles, straight cuts, fine pattern work in Masonite, Bakelite, wood, metals, tiles, Formica, wallboard, Plexiglas, plaster board, asbestos. Knife blade cuts all materials cut with knife.

Curved foot plate enables inside cut anywhere; cutting blade in line of sight; air stream clears dust from line of cut; powerful 1/4 H.P. motor; 3 wire 8 cord with adaptor; heavy duty hardened gears; heavy duty roller and oilite bearings.

AC-DC, 3400 1" strokes per minute. Length 8", Width 7", Height 7½", Wt. 5½ lbs. HARDWARE WEEK SPECIAL

Complete with 7 blades, rip guide, circle cutter, 45

base plate. Universal Motor:

1/2 h.p.



work of rip, jig, crosscut, band. hack, ng, scroll, keyhole saws. Cuts 2 x 4 sconds; cuts plastics, etc., cuts 2 plate, 1.8 amp, motor. 2059 % sep par minute under load. Motor lan s. guideline free from sawdust. ly, beautifully balancad, 3 blades ind. Also available in hit form (505K) metal carrying case.



UL listed under Industrial Classification

\$29.95 LIST %" 2-Speed Power Drill Model 808

A 2-speed 36" Power Drill by Wen—and only Wen. Here in one tool is everything needed in an electric drill. Easy to change speeds. 1000 RPM to 3000 RPM. Husky, powerful, but streamlined design. Genuine 36" Gearde Chuck. Universal 2 amp. Motor. Size 1214" x 434" x 2½". Weight 414. the.

Sand-Polishers and Kits



Small, light, handy and quiet. Powerful motor delivers 14,490 straight line action strokes per minute. Ideal for fine finishing and polishing. Strong black plastic case. Comes in attractive Display Carton with 6 assorted abrasives, 2 polishing pads.

\$13.95 Model 202



\$16.95 Model 303

Promotionally Priced



\$19.95 LIST Model 404

General utility sander 14.400 straight strokes power. Meavy duty model per minute. Casestrong red blastic. Comes in pad. 14.400 straight strokes per red plastic. Comes in "gold" metal Kit Box with 12 abrasives, 2 polishing pads. pos. 14,400 straight strokes per minute. Ebony black plastic shatter and heat resistant case. Comes in metal Kit Box with 15 assorted abrasives. 2 polishing pads, instruction book.

"Quick Hot" Soldering Guns...8 standard and special tips



\$7.95 LIST Model 199



\$9.95 LIST

Model 199K General purpose gun. Heats 2½ seconds. Weighs 1½ lbs. Has long, durable tips, spollight, stardy red plastic case. Kit includes gun, extra tips for hot-cutting, smoothing, rosin core solder, all in strong metal box.



Heats in 5 seconds, far beyond 200 watt rating. Light (214 ibs.) Has long reach, fong life tips, spotlight, strong shatterproof handle and

\$12.95 LIST Model 259

Famous WEN 250 Watt Heavy Duty Model. 567 hours continuous operation. Heats in 5 seconds. Spotlights work, With special cust plastic tile. Strong black plastic case. Comes in attractive Self-Display Carton. Also available in kit form (250K) with metal carrying case.



Model 100

Feather-light (19 ez.) Slim-line (11½° cross section) 100 Watts power. Heats 2½ seconds. Built-in spotlight fecused on event. Long reach, long life tips, replaceable and interchangeable with special purpose tips. Lestroes black plattic housing.

Order now-WEN is selling for you Nationally all the time! Every day lost is a sale Lost!

Write Dept. SH-4



Products, Inc. 5810 Northwest Highway Chicago 31, III.

Start NOW with THE WEN 12-W "PACKAGED" DEAL

• Four Nationally Advertised "Complete Home Workshop" Tools-not dust catchers, but top-of-the-line fast sellers

· Beautiful Merchandising Floor Display Complete Local Tie-In Ad-Merchandiser Kit

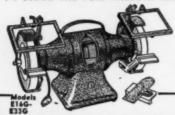
THE 12-W DEAL IN DETAIL

A Complete Tool Department Dealer Cost 1 Floor Display Merchandiser plus Local Tie-In Ad-Merchandiser Kit.............\$15.00 (FREE) 1 202 Sander-Polisher 1 199-K Soldering Gun Kit

CUSTOMERS WILL BUY 'EM WHEN YOU DISPLAY

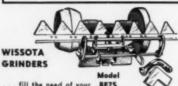
Top Quality BALL BEARING TOOL AND SICKLE GRINDERS AND ABRASIVE WHEELS

STOCK THE FULL WISSOTA LINE



NEW ELECTRIC TOOL GRINDERS

- Heavy duty 1/4 H.P. or 1/3 H.P. Motor.
 Chisel Grinding Attachment included.
 Easy Access to front of wheels.
 Ball Bearing Also New 1/2 H.P. Grinder.



... fill the need of your BF7S
most particular customers at the right pr
A full line of Belt Driven Sickle and Tool Grind
Also Hand Operated Tool and Sickle Grinders.



New Improved Des SAW MANDRELS

- Ball Bearing type available with single or double threaded ends.
 Pillow Block type with end pulley. Also center pulley.
 A Complete Line!

Fully Vitrified ARRASIVE WHEELS SICKLE CONES by WISSOTAL

Safeguard good tools and sections. Cool, and sections. Cool, fast cutting . . Are better balanced. Uniformly made. Accurately dressed. Carefully tested.



WRITE FOR COMPLETE CATALOGI

MANUFACTURING COMPANY

Furnished Line Rack Deal

A variety of furnished lines previously available only on cards are now in plastic strip pack rack deals offered by Ideal Fishing Float Co.,

Inc., Richmond, Va.
Rack #95 PS contains two dozen assorted furnished lines, six to a strip. These include: one half doz. 134" fancy striped egg-shaped floats, one half doz. fancy striped 21/4" barrel shaped floats, one half doz. green and white 21/4" egg shaped floats, and one half doz. red and white 134" barrel shaped floats. Each has 15 feet green line, a bronze Kirby hook and correct size pinch on sinker. Weight per deal, 134 lbs.



Revolving metal display stand features four colored plastic strips. Each strip has pressure sensitive header label containing pricing area. Metal display unit and copy card shipped with plastic strips. For more information-

Write in No. K5 on card, Pg. 117

Hose Parts Rack

Vu-Pac-Rac merchandiser The made available by the H. B. Sherman Manufacturing Co., Battle Creek, Mich., is designed to provide a wellstocked hose accessory department



here's the way to make every day

A PROFIT DAY

MONDAY (and every day) Sell VICTOR Animal Traps



No. 330 Victor Conibe for Boaver and Otto

New, humone, body-gripping Victor Coni-bear traps till quickly. Ideal for all types of sets. Available in 4½" and 10" jaw size. Also a complete line of Victor leg-hold traps.

TUESDAY (and every day)



Sell VICTOR Mouse and Rat Traps

Victor traps are quality-built, assure positive ac-tion. Mouse traps are packaged and priced to sell; available in colorful 2-Pac and 4-Pac cortons and dear plastic bag. Only Victor offers a com-plete line of radent traps.

WEDNESDAY (and every day)





So realistic you'd swear they could fly. Victor affers a complete line including molded fiber, plastic, and wood. Regular and oversize models; 9 species. Also geose, crow and owl decoys.

THURSDAY (and every day)



No. 34G10

Sell OLD PAL **Bait Buckets**

Tomorrow's designs today in metal and molded fiber buckets. A full range of styles and sizes. Also minnow traps, metal and fiber worm containers, metal and plastic fly and lure boxes and tackle kits.

FRIDAY (and every day)

Sell TRUMP **Garden Tools**

TRUMP offers a quality TRUMP afters a quality garden tool in every papeular price range. From the heavy chrome-plated Estate line through the Trump Boluxe, Trump Bouseries, and the Trump 700 series, you can't find a higher quality tool at a lower price.

No. 212

SATURDAY (and every day) Sell 'em all

and take your profits to the bank! Order these famous brands by name from your wholesaler.

ANIMAL TRAP COMPANY OF AMERICA Lititz, Pa. • Pascagoula, Miss. Borkeley, Calif. • Niagara Falls, Ontario

AIREX

REELS . RODS . LINES . LURES



LARCHMONT—for all fresh water and light-to-medium saltwater needs, with lifetime-gear guarantee. Exclusive quadrant type drag brake flicks from maximum drag to free-spooling at a touch. New oversize spool holds 200 yards 10 lb. line; extra spool prewound with 100 yards 6 lb. Airex Nylon Line. Handsome gold Epoxolite finish. \$32.50

MASTEREEL—rugged and right for the real surfman... and for most saltwater needs. All-metal construction is completely anodized against corrosion gears guaranteed for life. Finger-flick control eases exclusive Quadrant Brake from full brake to free-spooling instantly. Extra large capacity cast aluminum spool. 3.88-to-1 gear ratio for fast retrieve. \$34.50

AIREX CORPORATION

Division of The Lionel Corporation 411 Fourth Avenue, New York 16, N. Y.



deluxe new H-17 "point-of-pay" display now available!

Here's a sparkling new display of the world's finest hand tools and it deserves the most select spot in your store—right next to the cash register. Colorful and attractive, the display stocks twenty-nine of the fastest moving Utica pliers and wrenches. Tools are presented in open bays for easy removal and handling—a powerful stimulus to planned or impulse buying. The display, in keeping with Utica's tradition of quality, is sturdily constructed of fine birch panels with gleaming lucite fronted tool bays. Overall width 12". Comes assembled for immediate use. Write for complete information or see your distributor.

	tool se	lection
	QUANTITY .	TOOL NO.
417	3	5-6"
	2	7-6"
	2	7-8"
-	2	11-5"
	2	40-7"
W 1	1	41-6"
	1	50-8"
R.	1	90-4"
	2	90-6"
総	2	90-8"
68: 1	2	90-10"
趣	1	90-12"
	1	260-7"
	2	507-61/2"
	2	507-10"
1/	2	654-6"
*	1	1033-6"

Retail list \$69.30 Your cost \$46.20 YOUR PROFIT \$23.10 Also available with #51 wrenches at \$74.48 retail list.

SELL UTICA... the tools the experts use!

OVER 800 MILLION SOLD

PICTURE HANGERS

FASTEST SELLING HOUSEHOLD ITEM OF 20TH CENTURY

HOLDS TO 15 LBS.

NO HAMMER • NO NAILS NO SCREWS • SAVES WALLS



Moisten and Apply Hook to Wall Adheres to tile, glass, metal, plaster,



Double Purpose Swivel Hook Use as Eyelet on picture back.

Nationally Advertised! Pre-Sold! Cellophane Wrapped. Tested! Approved!

GJJHO PICTURE HANGES

Big Profits With Jiffy. It Sells On Sight. Repeats! Repeats!

NOW cash in on America's fastest selling retail item. The most revolutionary picture Hanger ever made. Sells and repeats all year round. Over 800 million sold and setting new sales records daily. Fifty million homes and offices waiting to buy. Order NOW. Shipped in Attractive Display Boxes Holding 2 Doxen Per Box

- PATENTED -

U.S. Patent Nos. 2647711 & 2809001 Canadian Pats. 530688 & 554430 Belgium Pat. 588219, French Pat. 1,176,339. Italian Pat. 573,200, Other U.S. & Foreign pats. pending. PACKAG

6 FOR 19

JIFFY ENTERPRISES, INC.

146-48-50 N. 13th Street, Philadelphia 7, Pa.

Copyright by Jiffy Enterprises, Inc. 1959

FREE E

PLUMB SHOP MERCHANDISER racks all the chrome-plated flexible copper tubes, valves, fittings, necessary for water supply hookups to kitchen sink, wash basin and toilet.

SELL YOUR CUSTOMERS WITH ...



". . . step over to my plumbing department."



"... select the right combination for the job."



"... step-by-step directions go right along on the job."



"... only Plumb Shop gives professional appearance and quality."

*FREE MERCHANDISE!

Five chrome-plated angle valves (\$6.75 retail value) absolutely free with purchase of either the #100 or #200 Plumb Shop Merchandiser.

PLUMB SHOP	© 1958 Plumb Shop
III TO THE THE	PLEASE SEND: SH
	Explanatory Folder Merchandiser #100 (327 pc. asstm't.)\$97.50 Merchandiser #200 (122 pc. asstm't.)_\$42.68 NAME
	ADDRESS
	CITYSTATE
	WHOLESALER
	(De not send payment, Your Wholeseler will invoice yes.)
2 (2007) 2 (2007) (2007	PLUMB & SHOP

1341 TEMPLE . DETROIT 1, MICH

right on the counter.

The rack is made of heavy duty, gold-tone wire, and is 34" high, 15" wide, and 15" deep. It holds 123 items worth more than \$76 retail. For more information—

Write in No. K6 on card, Pg. 117

Plymouth Cordage Co., Plymouth, Mass., invites dealers to participate in its "Rope Tricks" promotion by offering a free "Rope Tricks" Merchandising Kit. The Kit contains 25 copies each of illustrated folders on "How to Have Fun with Rope," "How to Decorate with Rope," and "How to Use Rope" designed for children, ladies, and men respectively, plus a

wall or counter dispenser rack for displaying the folders. A large streamer and set of newspaper mats are also included. The kit is available with the order of one of Plymouth's three rope merchandising units: The HandyPak which is a 13-coil unit, cellophane wrapped, that comes with a free display; the SalesRak which carries three popular sizes of rope on connected spools to sell in lengths up to 200 and 300 feet; and the Rope Department, which holds three of Plymouth's 500' or 1000' Reddy-Measured coils, marked every 10 feet, in colorful cartons, and with shelf to display Plymouth's packaged items. The Rope Department is free with an

order for three coils and one package of HandyPak. For more information—

Write in No. K7 on card, Pg. 117

Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eyecatching setting for the company's "Brite - Plated" bolts, nuts, and screws. For more information—

Write in No. K8 on card, Pg. 117

Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, newspaper ad mat sheets, publicity release, catalog sheets, radio spots, and full-size samples of window banner, hanger or counter card, and consumer folders for Blue Ridge and other Republic farm products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage-paid order card. For more information—

Write in No. K9 on card, Pg. 117

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotional items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptite Staple and Ranger Barbed Wire. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

Write in No. K10 on card, Pg. 117

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self - service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be hung from the rack for customer convenience. For more information—

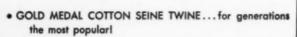
Write in No. Kll en card, Pg. 117

Amerock Corp., Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash locks and lifts. Space is provided for imprinting. A variety of free ad-mats are also available to interested dealers. For more information—

Write in No. K12 on card, Pg. 117

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display tool rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered in-





manufacturer of fish netting and seine twines.

Seine Twines are the favorites of fishermen

of America's largest and most experienced

everywhere. They are the greater value products

- GOLD MEDAL CONTINUOUS FILAMENT NYLON SEINE TWINE...the finest Nylon twine!
- AND NOW NYAK SEINE TWINE... gives the chief advantages of Nylon at a saving!

ORDER FROM YOUR JOBBER



THE LINEN THREAD CO., INC.

Makers of Quality Twine Since 1784

GILMOUR

HOSEMASTER **PRODUCTS**

World's Best

HOSE NOZZLE

- Exclusive pistol grip control.
- · Rustproof, leakproof.
- · Lock keeps nozzle adjusted for spray desired.
- · Light weight, streamlined.
- · Gilmourized with silver-bright, metallic finish.

The PROFIT Line for '59

The Easy Way 70 Spray Liquid ...

Liquid SPRAYER

- Fertilizers
 Weed Killers
- Insecticides
 Detergents
 Disinfectants, etc.
- Pistol grip control.
 Accurate metering stem.

Manufactured by GILMOUR MANUFACTURING CO., Somerset, Pa.

FITS GARDEN HOSE FOR ACCURATE MIXTURES WITHOUT PRE-MIXING LIQUIDS Sprays 100 gallons of solution without refilling. Unbreakable liquid container.

Thanks — to the many Distributors selling



Makers Since 1902 of Quality Farm Equipment for the Southern Farmers.

KING PLOW CO., ATLANTA, GA.

RUGGED ROBERT

America's Fastest Selling Broom Rake

5 IMPORTANT FEATURES:

1-Piece Frame Rake Can't Lose Shape

Patented Cover Plate — Rake Can't Come Apart

Special Patented Socket Guarantees Long Life

Semi-Circular depression — Locks



Manufactured date on every rake. Guaranted for 2 years.

Wire Products Company

2713 North 24th St

Birmingham, Ala

clude No. 26 which is designed as a permanent display. The 26 different pliers are fastened on the board which is 34" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments of the complete line of pliers. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 41/2" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit contains nine of the Heavy Duty Slip Joint pliers—four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. Offered free is the 3-color Salesmaker which sells any three Channellock pliers of the dealer's choice (plus a place in front for the No. 424 Ignition Plier). A self-contained easel and eyelet puts the display to work, on the counter or on the wall. For more information-

Write in No. K13 on card, Pg. 117

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: 3-fold color circular on home and garden equipment line; 8½" x 11" page describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Write in No. K14 on card, Pg. 117

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available from the company, direct.

Write in No. K15 on card, Pg. 117

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets consisting of seven styles of saw horse brackets and eight styles of folding table leg brackets for the do-it-yourself trade, has available for dealers envelope stuffers which may be obtained in moderate quantities without charge upon request. A silent salesman wire display rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of saw horse brackets and two styles of folding leg brackets are available without charge under certain condi-

(Continued on page 155)



*Full profit from a full 40% dealer discount on all hand tools, multiplied by maximum sales volume-from selling a line that's made right, priced right, displayed and packaged right... and known to all your customers (professionals, handymen, hobbyists, and millions of home owners) through long use and years of hard-hitting national advertising.

Chances are you sell some Red Devil product now. Why not ask your jobber salesmen about other full-profit Red Devil lines?

Red Devil Tools.

Union, N. J., U. S. A.



Makes Ordinary "Paint Shakers" Obsolete

Far more dealers buy Red Devil No. 30 Paint Conditioner than any other made. It blends paint more thoroughly and stands up longer in service.

Safer – Can is clamped at ends so lid can't fly off.

Versatile – For any can from ½ pint to 1 gallon. 4-can and square-can adapters go on in a jiffy.

Guaranteed to mix paint perfectly. And Red Devil will replace free, any parts found defective in first full year of operation. **Profitable** — You can make tie-in sales while customer waits for his paint to be blended.

"Trade-in" — Red Devil is the only paint conditioner in which there is a lively second-hand market, proof of its rugged, long-life construction. Liberal trade-in allowance available through your jobber.

Ask Your Jobber about Red Devil No. 30-about optional spring mounted counter base-and counter-high floor pedestal base-and about Red Devil No. 33 Paint Conditioner that takes paint cans in sizes up to 5-gallons.



Red Devil Tools.

Union, N. J., U. S. A.

World's Largest Manufacturer of Painters' and Glaziers' Tools Since 1872



Thousands of retailers (and many wholesalers, too!) have learned that the difference between stocking "screws" and Southern Screws is sales. It's this difference that can keep sales traffic coming your way, because customers know and trust nationally-advertised Southern Screws in the package bearing Southern's copyrighted EZ to CO label. Your customers know that Southern specializes in screws-USA-made screws of highest quality. Chances are that most of your screw sales are made to customers who have Southern Screw reference material above their work bench or within easy reach. To them Southern is a source of authoritative information AND the finest source for screws of quality.

Here's how you can put Southern's consumer sales-power to work. Tear out this ad right now. Insist on Southern Screws in your next order!





Wood Screws Stove
Bolts Machine Screws
& Nuts Sheet Metal
Screws Carriage Bolts
Wood Drive Screws
Dowel Screws

IN FASTENERS SOUTHERN IS

Sold Through Leading Wholesale Distributors New York

Chicago • Dallas Los Angeles

"STICK" WITH CONSUMERS

Products of Merit"



Tiger Grip Linoleum Paste

Here's a linoleum paste that has lived up to its name . . . Tiger Grip, and has been used by professional applicators for over 40 years. It's not gummy or lumpy, never needs presetting and best of all, it's easy to apply

and clean up when the job is done. Also ideal for felt paper underlayment. Tiger Grip spreads 145 sq. ft. per gallon.

WATERPROOF LINGLEUM CEMENT

For laying linoleum on bathroom or kitchen floors, sink tops, or any other space where spillage, condensation, or dampness exists, be sure to use Consumers Waterproof Linoleum Cement, the linoleum cement that is highly water resistant. Spreads 145 sq. ft. to the gallon.



PROFESSIONAL MECHANICS TROWEL





Designed especially for the professional applicator. These trowels have 3/32" serrated blades of the highest quality spring steel. Consumers Professional Trawels feature sturdy handles with

10 countersunk rivets. Model 101 has a deeper serration (5/16") for applying heavy coment for metal or plastic wall tile.

*Once you try Consumers you'll stick with Consumers"
Order from your wholesaler

CONSUMERS GLUE CO.

Since 1906... Pioneers in Floor and Wall Adhesives
1515 HADLEY • ST. LOUIS 6, MO.





The basic weakness of selling multiple brands is that—like a jig-saw puzzle—you have to fit all the pieces together. So why do it? It's much simpler to stock and sell a line that's already complete...like Draper-Maynard. What's more, you'll make more profit, because the high quality of this nationally famous brand insures repeat business. MacGregor golf and tennis equipment is included. There's a complete line of approved Youth League equipment, too. So, for faster turnover—higher profits—it's no puzzle. Sell Draper-Maynard—a complete line of quality sports equipment. Get full information, catalogs and name of your nearest Draper-Maynard wholesaler, today. Write—

DRAPER-MAYNARD Sports Equipment

4861 Spring Grove Ave. . Cincinnati 32, Ohio

tions through wholesalers. For more information-

Write in No. K16 on card, Pg. 117

Nixdorff-Krein Manufacturing Co.. 916 Howard St., St. Louis 6, Mo., has available the Merchaindiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Write in No. K17 on card, Pg. 117

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a peg board display with crystal clear plastic shelf free with its UP-39 Display Assortment of Upson Standard Screwdrivers. The display may be used on wall, counter, or shelf; requires 11 inches of space; price and type number are printed for each item. Holds 39 drivers, nine sizes of fastest moving numbers, and two types (31 slotted head, eight crosspoint). Packed one to a carton. For more information—

Write in No. K18 on card, Pg. 117

Campbell Chain Co., York, Pa., offers the following display units: The compact Chain Reel Display Unit, which has bins for accessories at the top and a chain cutter attached, requires less than two square feet of floor space. It has a blue and vellow baked finish; is 5334" high, 201/2" inside, 211/4" deep. The Proof Coil Chain Merchandiser which requires only one square foot of counter or floor space; shipped pre-assembled. Unit is 24" high when used for counter display; stands 39" high when used as a floor unit. Blue Temper Proof Coil Chain Assortment consists of 3/16" and 1/4" chain in 10', 15', and 20' lengths; 5/16" chain in 10' and 15' lengths. For more information-

Write in No. K19 on card, Pg. 117

The Edwin H. Fitler Co., Philadelphia 24, Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including 34" dia. sizes both Manila and sisal rope, (2) Fitler measured rope marked at intervals of 5'. Available on request in Fitler Octags only in sizes ¼", 5/16", ¾", and ½" diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope-a small charge made for this rack when ordered with 300 lbs. or more of rope. (4) "Take-Along" coils of Fitler Manila rope. 50' and 100' individual coils wrapped in polyethylene for selfservice selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser, 541/2" x 441/2" x 231/4", will hold six



R-W manufactures a very diversified line of top-quality hardware specialties. So many that we could not describe them all in a publication as large as the one you are now reading. However, Hardware and Building Supply Dealers have learned to rely on the R-W Catalog as a prime source for a wide variety of their hardware needs. It is a place to purchase those "non-stocked" specialties that earn many dollars of "added-profits." Many of the items you will undoubtedly want to buy for stock—some, because of the special nature you will want to buy only on customer request. In either case, this catalog provides you with a proverbial "horn of plenty" from which you can order all your hardware needs. Here are a few of the top-quality hardware products made by R-W...Track, Hangers and Hardware Sets for Sliding Doors; Latches; Hasps; Door Bolts; Flush Pulls; Door Handles; Stay Rollers; Binders; Floor Guides; Studding Sockets; Fire Doors and Fire Door Hardware; Industrial Doors of all types and Electric Operators for all types of gates and doors.



for your free copy of the R-W Catalog No. A-400.



Richards-Wilcox

MANUFACTURING COMPANY

A HANGER FOR ANY DOOR THAT SLIDES
336 W. THIRD ST. • AURORA, ILL. • Branches in all Principal CINES





UNCAPPED—an open invitation to the dangers of filth and surface drainage.



CAPPED—Protects water from polition from outside elements. Sufe and

The MARK Well Caps provide a perfect seal for every type of well and for every need. High quality rubber packer expands to make a perfect seal. Bolts are cadmiumplated for long life and the cap is divided for easy installation.

Every well owner needs and should have the top of his well capped in order to protect the water against outside drainage, falling debris, leaves and deadly germs . . . all of which create polution.

Install MARK Well Caps and be safe! Avoid costly call-backs by giving your customers the best protection available anywhere.

Health codes in many states insist upon this sanitary method of sealing the top of the well. MARK Well Caps meet all health specifications.

CLAYTON MARK & COMPANY

1900 Dempster Avenue . Evanston, Illinois

Depend on Mansfield

for the best in ballcocks

MANSFIELD 09 BALLCOCK

With the 09 ballcock, you can sell a profitable combination of long service life and competitive price.

Among its outstanding features are lifetime nylon valve seat, neoprene plunger seat, compound lever action and positive closure at all pressures. The 09 definitely reflects Mansfield's traditional quality . . . at a competitive price.

Send for bulletin 126-455.



MANSFIELD OS BALLCOCK

Rugged and efficient, the 03 ballcock offers positive assurance of complete customer satisfaction.

It embodies Mansfield's patented compound lever action that requires no rivets or links, lifetime nylon valve seat, neoprene plunger seat, squirt preventing plunger and positive opening and closing at all pressures.

For full details, request bulletin 127-455.

MANSFIELD OSC ANTI-SYPHON

Combining the finest in materials and design, the 05C is the perfect ball-cock for those who demand the best... meets all code requirements.

Because water intake valve is placed above water level of tank, back-syphoning in the 05C is prevented. Noise from splashing water is also eliminated by water outlet at bottom. There is no whistle or white to shut-off.

Other features include pressure control through simple head adjustment and outstanding operating efficiency at both high and low pressures. Pure copper and red brass construction throughout. Pretested at 150 lbs. water pressure.

Write for bulletin 128-455.



2½" Brass Douglas (heavy brass) pattern flush valve with lift wires, rubber gasket and brass lock nut, 10½" x 1" overflow tube.







MANSFIELD SANITARY, INC.
Perrysville, Ohio

LET THIS DEALER RACK HELP YOU SELL MORE REELS!

SHOW A BIG SELECTION IN A SMALL SPACE

COMPACT SIZE

32" x 14" and 211/2" high.

STURDY - Made of heavy-gauge steel, with enameled finish.

COMPLETE

Rack is shipped assembled, with 26 clamps for mounting reels.

PRICE

\$4.50 Net F.O.B., Coshocton, Ohio



HOW TO ORDER:

Send check with order direct to - Dept. SH

PENN FISHING TACKLE MFG. CO.

3028 WEST HUNTING PARK AVENUE, PHILADELPHIA 32, PENNSYLVANIA

One order, one source...for more fastener business

Only Pittsburgh Screw and Bolt OFFERS YOU ALL FOUR!



Award Winning Packaging

Sturdily built for product protection and ease of handling, they rated national recognition-attractive, color-keyed, full-sized labels.



Widest Range Available

This most complete line of engineered fasteners lets you satisfy every customer need. Prompt delivery on all hardware fasteners.



Merchandisers

Brilliant red salesman stops traffic anywhere on high profit zinc plated bolts. Handy charts simplify pricing. We imprint for you.



Quality Brand Name

Well-known fasteners with build-in ready customer acceptance-that do the jobassure continuous turnover.

Take advantage of all four—see your Pittsburgh Screw and Bolt distributor



PITTSBURGH SCREW AND BOLT CORPORATION P.O. BOX 1708 Pittsburgh 30, P.J.

America's Most Complete Line of Industrial Fasteners

full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter. (6) Fitler bright yellow polyethylene (braided or laid construction) or Fitler Manila Water Ski Tow Ropes—available with single or double handles, packaged in reusable polyethylene bags, vinyl-covered handles for a better grip—10 units to a master shipping carton. To all dealers handling Fitler brand Manila rope, Fitler will furnish, on request, metal signs for counter or wall use. For more information—

Write in No. K20 on card, Pg. 117

The Acme Shear Co., Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats with a postage paid return order card is available upon request. For more information—

Write in No. K21 on card, Pg. 117

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which

provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. K22 on card, Pg. 117

Columbus Plastic Products, Inc., Columbus, Ohio, offers a series of ad material for 1959 to merchandise its Lustro-Ware plastic housewares. Ads are illustrated, same size, on a 12page newsprint folder. The mat service folder includes over 75 ads ranging from small one-column drop-in spots one and two inches deep to larger 2-, 3-, 4- and 5-column display ads. Individual reproductions of over 200 items in the Lustro-Ware line are supplied also in mat or reproductive proof form for special promotional use. All material, mats of ads, etc., along with point-of-purchase display material, are supplied free. For more information-

Write in No. K23 on card. Pg. 117

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers a versatile point of purchase display stand for its line of personal scales. The stand, No. D-108, is in the form of a

wire bracket and can be used as a counter or window display, or hung on peg board. It is 16" high by 11" wide. For more information—

Write in No. K24 on card, Pg. 117

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

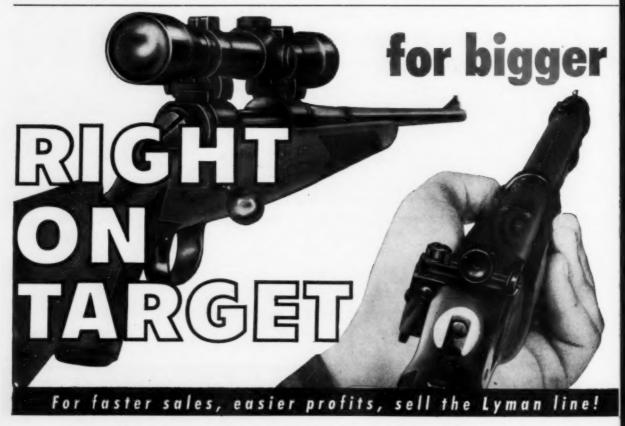
Write in No. K25 on card, Pg. 117

Moore Push-Pin Co., 113-25 Berkley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 1044" high, with a 9" diameter base. For more information—

Write in No. K26 on card, Pg. 117

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long - leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. K27 on card, Pg. 117



Palm Beach Program

(Continued from page 91)

eral modern wholesale hardware

The top-notch entertainment program planned includes an outstanding water show and a variety show. For the ladies there will be boat rides on Monday and Tuesday afternoons. The convention golf tournament is planned for Tuesday afternoon.

Wholesale Distribution of Housewares

(Continued from page 90)

know just what the dealer would prefer. And it is too much of a task to survey them for the purpose.

So we have decided to produce a folder, sampling and listing all factory promotional aids that dealers may use for display or consumer promotion. There will be enough information on each individual piece of promotion material to enable the dealer to make a comparison, and decide what he wants to use.

We have been working for some time on a stock control system that will automatically warn us of low inventory so we can re-order before the item is exhausted.

As we see it, many dealers can be effectively alienated, and their business lost, if we cannot keep them supplied with merchandise. By the same measure, a house that has the merchandise and delivers when dealers want it and need it, gets a firmer hold on a sizeable share of the business.

We have made excellent progress with this stock control system and soon expect to have it operating to our satisfaction. We think such a system is one of the most important factors in housewares distribution by a general line house. We want our dealers to know they will get merchandise when they order.

There is another requirement of housewares distribution that should not be overlooked. That is recognition of the influence on vol-

For information on CATALOGS & BULLETINS See Page 119

ume sales by impulse buying at the consumer level.

Our own experience, and all the information we have been able to accumulate on the subject, convince us that about 50 percent of all housewares sales at the consumer level are on impulse. Therefore, if the full line of merchandise is not stocked by the dealer—and properly displayed — many sales are lost.

From that viewpoint it is impossible to put too much emphasis on the necessity of dealer display. So we press our salesmen constantly to prevail on dealers to erect and maintain good displays of housewares, and we check regularly with salesmen on results of these efforts. It is an objective that cannot be neglected.

As pointed out previously, we do not pose as the dominant house-wares distributor among general line hardware wholesalers in the Southwest. But we know we have developed and maintained a highly respectable volume of business, with expectations of a good increase this year; and it is our feeling that such success as we have obtained is due in large part to the procedures outlined above.

sales in sights and scopes!

... the broadest line of metallic sights:

the best receiver and front sights made — and the best-known of all. One or more combinations for just about every rifle — and any kind of shooting!

Sell these popular performers! Each one is alone in its class — backed by the Lyman quality tradition and the biggest promotion ever.

Cash in on the surplus rifle benanza: Lyman has the front and rear sight for every surplus Springfield. Enfield, Mauser!

. . . quality scopes priced for fast sales:

All-American Scopes now in 2½ • 3 • 4 • 6 • 8 • 10 power — all remarkable values for the price: needle sharp and bright, rugged, fog-proof, and precisely adjustable. Made to last, engineered to stay trouble-free. And there's a set of sturdy, compact Tru-Lock® mounts for many popular rifles to make tie-in sales a breeze.

Get set for the varmint trade: All-American 8- and 10-power scopes with adjustable objective-lens focus sell on first sight!



THE LYMAN GUN SIGHT CORP., MIDDLEFIELD, CONN.

NEW PRODUCTS



For more information on these new products use the return free post card on page 117

Charcoal Starter

"No muss - no fuss - no other starting materials needed" is the introduction given its new charcoal starter by Cook 'N' Tools, Inc., Tulsa, Okla.



The Start 'N' Flue is a crownshaped object, made of electrolytically plated tin; 6" in dia. at its base, 5" at the top and 7" high; has three draft openings at base.

A newspaper is placed at bottom of starter, top is filled with charcoal; after charcoal is burning well, starter is removed.

Retail price is \$1.89. For more information-

Write in No. 887 on card, Pg. 117

Instant Starter

J. M. Dovorany & Co., Racine, Wis., recently introduced a starter for gasoline engines of the type used for power lawn mowers. The unit offers a new kind of effortless starting and eliminates the need for a starter rope. It is available both as a replacement unit and on some of the 1959 power mowers.



The starter is being marketed under the brand name of "Speedy Starter," and has a retail price of approximately \$10.00. For more information-

Write in No. 888 on card, Pg. 117

Stroll'n Spray

An all-purpose Stroll'n Spray, which holds six gallons of spray solution in its galvanized steel tank, is announced by Universal Metal Products Co., Saranac, Mich.

Discharge equipment of the No. 1600 is 102" long, over-all; 36" dia. rotating brass extension tube, 22"



long; 74" plastic spray hose; adjustable brass hollow-cone spray nozzle (fan spray cap available as an accessory). Pistol-grip type shut-off valve.

Color is cream-white, with red wheels, hose and towing handle grip; has gold label. Sprayer rolls on rubber tires. For more information-

Write in No. 889 on card, Pg. 117

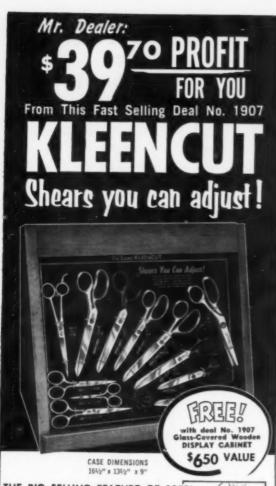
Polyethylene Flashlight

A Vanguard flashlight equipped with a polyethylene lighthead is announced by Burgess Battery Co., Freeport, Ill. It is two-cell; has a recessed lens; a steel barrel finished in baked enamel and chrome; and is available with a red lenshead and white or grey barrel, and as an allwhite flashlight.



A counter display merchandiser which holds four of the lights has been developed. Through its distributors, company offers one flashlight free with the purchase of six lights. Suggested retail price of light is \$1.29, less batteries. For more information-

Write in No. 890 on card, Pg. 117



THE BIG SELLING FEATURE OF 1959! MICRO-TENSION ADJUSTMENT

Set your Micro-Tension Shears easily with a penny or dime so they feel just right. They can be quickly adjusted to cut varying thicknesses cleanly and comfortably - no more loose, sloppy blades.



DELUXE KLEENCUT shears will make more money for you because you get a BIGGER MARK-UP and MUCH FASTER TURNOVER — Look at these sales features:

- 1. MADE BY MASTER CRAFTSMEN
- 2. WORLD'S MOST BEAUTIFUL HIGH LUSTER NICKEL FINISH
- 3. NATIONALLY ADVERTISED
- 4. GOOD HOUSEKEEPING GUARANTEE
- 5. MANUFACTURED & GUARANTEED BY THE WORLD'S LARGEST MANUFACTURER OF SCISSORS & SHEARS

Don't miss out on this small space, High Profit deal. Order your #1907 Cabinet from your jobber now!

STRAIGHT TRIMMERS Retail Ea.	TT YOU Get!
112C 7" Fully Nickel Plated\$2.25	365 71/2" Fully Nickel Plated\$1.98
112C 8" Fully Nickel Plated \$2.50	
113C 6" Enameled Handles\$1.49	SEWING & EMBROIDERY SCISSORS
113C 7" Enameled Handles\$1.69	(Fully Nickel Plated)
113C 8" Enameled Handles\$1,79	
	348\$ 4" Sharp Points\$1.49
DEMI INIMMENS	348S 5" Sharp Points\$1.59
134C 8" Fully Nickel Plated\$2.50	3485 6" Sharp Points
135C 8" Enameled Handles\$1.79	181 71/2" Pinking Shear \$3.95
FOUR PAIRS OF EACH - FORT	

ACME SHEAR COMPANY BRIDGEPORT, CONNECTICUT

The World's Largest Manufacturer of Scissors and Shears

77 COST 77 PROFIT 40%

Are you making full use of our Reader Service?

The editorial and business staff of SOUTH-ERN HARDWARE is eager to serve you. One way in which we can help you is to make it easy for you to draw upon the wealth of technical and promotional material available from manufacturers.

In the accompanying pages are the descriptions of scores of useful catalogs, helpful literature and sales aids.

Check over the list of publications and informative bulletins available, note the numbers of the ones you need on the Handy Return Coupon on page 117, along with your name, title, company, and address plainly written. We will tell each manufacturer to send directly to you the information you want.

> Address your requests to: READER SERVICE

SOUTHERN HARDWA

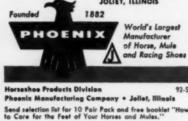
806 Peachtree St., N. E. Atlanta 8, Georgia



- Permits Stocking Representative Patterns With Small Investment
- Easy to Handle on Counters and in Stock Room
- Over 300 Patterns and Sizes—also available in 50- and 100-lb, cartons

Here's the convenient way to realize extra profits, with minimum investment, from horse and mule shoes. With the new 10 Pair Pack, you need to stock only the most popular patterns and sizes for your area. Take advantage of the profit opportunities this market offers. Send coupon below for selection list and prices and free booklet "How to Care for the Feet of Your Horses and Mules."

PHOENIX MANUFACTURING COMPANY



Practice Plugs Unit

A compact unit which features a display of a dozen practice plugs is announced by Weber Plastics, Inc., a subsidiary of Weber Tackle Co., Stevens Point, Wis.



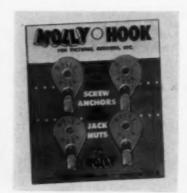
The display stand, which is 4½" across the base and 3" high, is foammolded of Dylite expandable polystyrene. The plugs are suspended from a transparent disk which is fastened to the stand with screwnails.

The stand is available in terrazzo gray, black, brown, yellow, green, red, and combinations of these colors. Packaging is one dozen plugs of one weight on display, one display in a box. For more information—

Write in No. 891 on card, Pg. 117

Carded Hooks

Molly hooks for use with Molly screw anchors or Jack Nuts now are available skin-packed, four to a card, Molly Corp., Reading, Pa., announces.



The sturdy card, 234" x 34", is printed on both sides in two colors and is punched for hang-up display. Net dealer price for a dozen cards in a box is \$1.67. For more information—
Write in No. 892 on card, Pg. 117

VICTOR HACK SAW BLADES BY REPUTATION

BY REPUTATION, the better Hack Saw Blade BY SALES, a better profit producer

Advertising presells your customers on the quality-made Victor Hack Saw Blade. Top performance re-sells them when they need a replacement. Every blade is the product of the best grades of alloy steel plus skilled workmanship that assures the purchaser of the best Hack Saw Blade he can buy... and at the right price.

Special Flexible Blade
Economy-priced blades for the average

Moly® High Speed Steel
Long-life, outlasts standard high speed
blades by 10 to 1.



Victor Hack Saw Frames You get the correct blade tension every



time, automatically.

Boost your Sales

Two Colorful Display Cards

Make your selling job easier by displaying these eye-catching, sales-building displays where your customers can see—and buy.

Display Card No. 166 holds 10 "Molyflex" blades, assorted. Display Card No. 45 holds 3 blade assortment of Special Flexible Blades.



Sold Only Through Recognized Distributors

FREE
Ask your Victor
Distributor for a supply of
NEW Metal Cutting Booklets
and Wall Charts.



VICTOR SAW WORKS MIDDLETOWN, N. Y., U.S.A. rs of Hand and Power Hacksaw Bla

Makers of Hand and Power Hacksaw Blades, Frames, and Metal and Wood Cutting Band Saw Blades of every type and size.



in pure uranium

Our fine dealers have made U.S. Royals the fastest selling line of bicycle tires in America.

lt's worth a lot to us to keep our dealers happy. How do we do it? One important way is by giving them more selling help than they can get anywhere else!

U. S. Royals are the most heavily advertised bike tires made. Youngsters everywhere read our colorful, selling ads in the magazines they like best.

U. S. Royal ads go into both the home and the school in cities and farms alike. And every ad sends the customer straight to his U.S. Royal dealer!

In addition, these ads are backed up with regular mailings of hard-hitting "in store" promotion material for U.S. Royal Dealer use.

If you're not getting the bike tire selling help you need — switch over to U.S. Royals and get it!

Just contact your nearby U.S. Royal jobber.

U.S.ROYAL



1 BICYCLE TIRES

United States Rubber

CYCLE TIRE DEPARTMENT - 549 East Georgia Street - Indianapolis 6, Indiana



MODEL NO. 1 \$130.00 MODEL NO. 2 \$39.95 MODEL NO. 10 MODEL NO. 15 \$79.95 MODEL NO. G

AMERICA'S FIRST
AND FINEST RECIPROCAL
ACTION SAWS

FORSBERG

WHIZ-5AW5

THE PROFIT LINE

Dependable electric power saws by Forsberg represent the finest your customers can buy at a price they can afford. Choice of five models ranging from the new low priced G-WHIZ (\$24.95) to the more powerful WHIZ-SAW NO. 2 (\$130.00). Excellent profit margin on every model. Each comes attractively packaged and complete with 3 blades. Newspaper mats available.

Send for new catalog today

Forsberg
over 45 years of manufacturing experience
THE FORSBERG MFG. CO., BPT., CONN.

REPRESENTATIVES:

Fry-Holbrook & Co., 1429 Peachtree St., N. E. Atlanta 9, Ga. H. A. Varner Associates, 1601 Cranway Dr., Houston 24, Texas.



Spin-Cast Reel

The Denison-Johnson Corp., Mankato, Minn., introduces the Centennial, a reel said to incorporate the easy cast of the spinning reel with the full power retrieve of the direct drive bait casting reel.



The reel comes equipped with approximately 100 yards of 10 lb. monofilament line. For more information—

Write in No. 893 on card, Pg. 117

Gun Belt

A Buscadero belt with hoister and ammo pouch is announced by Crosman Arms Co., Fairport, N. Y. This Hahn Model "45" HB holster, priced at \$6.98, accommodates the Hahn "45" BB revolver, as well as firearm revolvers of similar design and Western-style cap guns.

Belt is curved to fit body and hang low on hip; is adjustable from 26" to 44". Holster and belt are of top



grain cowhide curried leather, edged, and with tight grain backing. Tiedown thong included.

Ammo pouch will hold two Crosman Powr-Ammo Packs or other firearm carridges. For more information—

Write in No. 894 on card, Pg. 117

PHILA. 44, PA.

113-25 BERKLEY ST.,

Sell Sterling...

and you sell your customers Long Life Protection



Sterling "Extra Line" Poultry Netting gives added strength at no extra cost.

"Extra Line" Netting has an extra line of wire running horizontally at intervals throughout the netting for greater strength. You get additional strength Stucco Netting • Corn Cribs and Cribbing • Nails and Staples just where you need it, to prevent sagging and bagging.



Hardware Cloth (Welded)

2 x 2 mesh with mechanically accurate wire spacing. Electric furnace steel wire is galvanized both before and after welding. Standard widths from 12" to 72".

Hardware Cloth (Woven)

Uniform in width with double selvage for extra strength. Zinc galvanized after weaving. Six standard meshes 2" x 2", 3" x 3", 4" x 4", 8" x 8", 34" x 34", and 34" x 34" widths 24", 30", 36", 48".

In addition to the single selvage at the top and bottom of the roil, Sterling Field Fence • Barbed Wire • Baling Wire • Smooth Wire Ornamental Lawn Fence and Gates . Fabri-Cloth

YOU EXPECT MORE FROM ELECTRIC STEEL AND YOU GET IT . . . GREATER STRENGTH AND LONGER LIFE



NORTHWESTERN STEEL AND WIRE COMPANY Incorporated Northwestern Barb Wire Company - 1879 . STERLING, ILLINOIS





SALES BUILDERS from NATIONAL ...



NATIONAL VINYL-INSERT THRESHOLDS

Frovide air-tight fit and combine good looks, easy installation, efficiency, low price. Heavy-duty vinyl strip is easily inserted after threshold has been fastened down. No exposed screws, no hook strips. Comes in 3 widths (13%", 3½", 4") any length.



TWO-IN-ONE DOORSTOP WEATHERSTRIP COMBINATION

Heavy gauge rolled aluminum moulding has vinyl insert which weatherstrips doors or windows and assures noiseless closing. Aluminum is surface treated to prevent oxidation and to provide bond for paint.

Available in 7' lengths with screws—installation holes punched.



"CASE-TITE" SNAP-ON WEATHERSTRIP

Designed for metal casements and made of special spring alloy aluminum. It's in-expensive and simple to apply—no nails, screws or special tools required. Snaps on sash frame and is held firmly by its own tension. In bulk (6' lengths), or in cut sets for 2, 3, 4 light vents.

ORDER FROM YOUR JOBBER TODAY OR WRITE FOR CATALOG



National Metal Products Co. 2 Gateway Center, Pittsburgh 22, Pa. 2222 South Blvd., Charlotte 3, N. C.

Floodlight and Fixture

Penetray Corp., Toledo, Ohio, of-fers a bulb assortment of its new insect repellent Patio Floodlight and Fixture. Display is printed in yellow. black, and red colors.



The assortment consists of six 150 watt PAR-38 Projector Floodlights with six weatherproof indoor-out-door fixtures, approved 6-ft. heavy rubber insulated cord, packed in individual cartons.

Patio Floodlight and Fixture is available in clear, or in pink, straw, red, green, blue, and amber colors. For more information-

Write in No. 895 on card, Pg. 117

Steel Incinerator

A heavy-gauge porcelain enamel steel incinerator is offered by the Container Division of Jones & Laughlin Steel Corp., Lebanon, Ind. It is being made in the 20-gal. size in J&L's "Cream City" line of galvanized ware.



The porcelain neither peels nor is affected by the heat, the company states. The incinerator is also rustproof, has a tight-fitting cover, and has wide flat legs which prevent it from digging into the ground. For more information-

Write in No. 896 on card, Pg. 117

PROFIT MAKERS

famous for top-selling, fast-moving Hawaiian Wigglers®, Hula Popper®, Jitterbug®



Imitates small fish feeding on surface. Rear spinner whirls and splashes attracts hard strikes. Tinned hooks. 1/4, 1/4 ounce. Four colors: Yellow, Scale, Blue Mullet, Coach Dog. Packed 12 to self-display carton. Retail-\$1.35 each.



SCOOTER*

Zig-zags through water like excited small food fish. Slow sinker. Tinned hooks. % ounce. Four colors: Red Head with White Body, Red Head with Yellow Body, Green Scale, Blue Mullet. Packed 12 to self-display carton. Retail-\$1.35 each.



Powerful national CONSUMER ADVERTISING CAMPAIGN in leading Outdoor Magazines stimulates sales, pre-sells Arbogast lures, helps make greater profits for you.

SEE YOUR JOBBER TODAY!

Write for FREE COLOR CATALOG on

rbogast BAIT OF CHAMPIONS"

FRED ARBOGAST COMPANY, INC. Dept. SH, 313 W. North St., Akron 3, Ohio





20 Aluminum Models . . .

with rugged, seamless drawn cases ... embossed leather grain finish.

9 Royalite Models . . .

famous for being soft-water proof and chip proof . . . impervious to acids and gasolines and oils.

When you sell UMCO Tackle and Spin Boxes, you choose from America's most complete tackle box line. From a wide variety of styles and cas must complete tacks to \$24.95, for fresh or salt-water fishing, spinning or bait casting, you can pick the boxes that will sell the best in your market, and know that every UMCO model you handle gives your customers the Bonus-Quality design features fishermen want:

- · Rugged, watertight, seamless
- Separate reel com extra reel and speel clips
- Cantilever trays with UMCO's ex-clusive Lur-Gard tray liners
- · Aluminum locks and hardware used throughout

Ask your jobber or write for literature

Manufactured by

corporation

Spring Park, Minnesota



16 pads. You can split package — make more sales.

1 POUND TUBES . SPOOL WOOL FLOOR PADS . HANDI-KITS SCOUR PADS . SOAP-FILLED PADS Not sold direct. Order through your Wholesaler.

Represented by Kulman Brokerage Co., 95 Bennett St. N.W. Atlanta, Ga. . Phone TRinity 5-5384



Suggested Retail \$3.95

FOLDING SHELF BRACKETS

Same foolproof positive lock construction as leg bracket, except for extended 9" top flange and 6" wall flange. For drop leaf wall-hung shelves and tables. Will support exceptionally heavy loads, Folds flush to wall in raised position. Boxed in sets of 2.

Suggested Retail \$3.95

TOOL

No moving parts. A simple tool anyone can use to shape wire into hooks for 14" or 14" pegboard. On display card with six 8" lengths of aluminum wire.

Suggested Retail \$1.49

Aluminum wire in 8", 12" and 24" lengths available for "add-on" sales.

MANUFACTURING CO., INC.

Jobbers throughout the U.S.A. 611 SOUTH WASHINGTON Royal Oak, Michigan

IN CANADA: Mallory Howe. Products, Ltd., Blenheim, Ontario

Salt-Spray



that overcomes Sales Resistance that's



. the new wonder screening that defies corrosive effects of salt spray, smog and smoke. Made from an improved vinyl-clad aluminum wire.

Tests by an impartial laboratory has proved VINALUME's superior resistance. Customers go for VINA-LUME's lightness and easy handling, too.

For Record Sales go all-out for OPAL!

The OPAL line is the complete and straight-forward line. No confusing names to remember . . . no hokuspokus . . . just Opal Aluminum, Opal Galvanized, Opal Bright or Antique Bronze, and Opal Vinalume. And you can be sure OPAL backs you up with carefully planned promotion. If your jobber can't give you full details, write to us NOW!



Fishing Line Cleaner

A special-size can of Kleen-N-Flote, a combination line cleaner and dressing with silicone, is now being en-closed in each individual floating fly line box, according to Sunset Fishing Lines, Petaluma, Calif.



The can is positioned in the open center core of Sunset's clear-plastic display box in all "Floater," "Coral King" and "Starlite" fly lines, both level and tapered sizes, at no extra

Regular pocket-size cans are distributed at a 49 cents list price. For more information-

Write in No. 897 on card, Pg. 117

tat-42

KEEPS SOIL FREE OF WEEDS for MONTHS

For Bermuda or St. Augustine Lawns

This remarkable new-formula pre-emergence control destroys seeds of weedy grasses and broadleaf weeds as they germinate. (Silver crab, crabgrass, spurge, sedge and most others). Selective, can't harm growing Bermuda or St. Augustine grass. So easy to apply with watering can or sprayer. One treatment effective for 3 months or more. Backed by heavy promotion.

Sell TAT-42 for protection against weed emergence on established lawns; when new lawns are planted with sprigs, stolons or plugs; when lawns are top dressed; when chinch bug damage is repaired; when sod growers strip their fields.

If your wholesaler doesn't have TAT-42 yet, write immediately for full information.

JOBBER INQUIRIES INVITED!

O. E. Linck Co. Inc. Clifton, N. J.

SELF-LOCKING

EASY HANG perforated board fixtures!



NEW PACKAGING



Bubble-packed and Card-mounted packaging.

The most popular Easy Hang Fixtures - 24 items—are now packaged on Card-mounted or Bubble-





identification . . . stimu late self-selection . . . de velop volume sales.

merchandiser

A store-tested Easy Hang department in itself. Holds assortment of self-locking fixtures, plus perforated board in bin at back. Takes small 24" x 21" floor space. Drop-shipped, prepaid. Call your job-ber or write today.





Here's a man's hack saw blade



- rugged
- dependable
 - smooth cutting
- stays sharp

Plus!

Each Blade

Clearly marked for tooth size and what it will cut

Each Blade Marked for front end

Each Blade

Painted, looks good rust resistant

MEDIUM SECTIONS

AND

Give the man a blade made to do a man's work.

Ask your jobber for Griffin Hack Saw Blades, Coping Saw Blades and Scroll Saw Blades.

G. W. GRIFFIN COMPANY Franklin, New Hampshire

John H. Graham & Co. Inc. 105 Duane St., New York 8, N. Y.

Speed Weight Bicycles

The Fleet Line Model R-228 with an all-new torsion spring fork sets the pace of its 1959 Speed Weight line of bicycles, Murray Ohio Manufactur-



ing Co., Nashville, Tenn., announces. A new tail light concept is a self-

contained light in function drawing power from two flashlight batteries. and is proclaimed a safety factor.

Other features of the R-228basically black with multicolor trim, red saddle, and red handle grips-are the chrome fenders, springs, and crashrail, and slender tank, topped by the four-bar frame. For more infor-

Write in No. 898 on card, Pg. 117

Handyman's Wire Coils

Neat wire coils, with hundreds of uses for the home handyman are being marketed by Atlas Tack Corp., Fairhaven, Mass. Designed to retail for 19 cents, the coils are available in solid copper, aluminum, and annealed steel.

Each coil is tagged with a "Band-It" label, punched for hanging if desired. The label also can be tucked into the center of the coil for compact shelf or bin display.

Atlas "Band-Its" are packed 10 dozen per shipping container. For more information-

Write in No. 893 on card, Pg. 117



"Plastic Steel®

is one of the 10 most profitable items in our store" ...



ACCORDING TO ANTHONY HERMAN OF OTTO HERMAN, INC. 6729-35 MYRTLE AVE., GLENDALE, N. Y.

EL HAS

Yes - PLASTIC STEEL is a top-seller in stores throughout the country.

You, too, can build sales with this proven product . . . the only product that makes permanent repairs . . makes "impossible" jobs easy. Hundreds of your customers have already used PLASTIC STEEL and will ask for it again. Feature PLASTIC STEEL - in the yellow and black package let this best-seller build more sales for you.

THERE IS NO SUBSTITUTE FOR PLASTIC STEEL

- Good unit sale 98¢, \$1.89 and \$3.95
- · Excellent turnover
- Good profit per unit sale 40% Item
- Quality product assures repeat sales
- Self-display carton sells itself
- Free sales aids, ad mats and mailing
- Continuous national and local advertising - brings customers to your store

EVERY FAMILY IS A CUSTOMER



Also ask about NEW DEVCON® RUBBER for flexible repairs and DEYCON® ALUMINUM

> Order from your wholesaler, or write for details and prices

DEVCON CORPORATION

5 ENDICOTT STREET, DANVERS, MASS.





A COMPLETE
BELL DEPARTMENT
28 Bells with FREE DISPLAY
Dealer Cost \$11.95

FULL 40% FOR DEALER

Retails For \$19.78

SCHOOL BELLS

PATIO BELLS

BRASS HAND BELLS

TEA BELLS

COW BELLS



Sales Representatives
JOHN H. GRAHAM & CO. INC.
105 Duane Street, New York 8, N. Y.

	s. Mfg. Company
	ne Street, New York 8, New York
	nd me more information on the 'Bells that Sell' Assortment,
Name	
Address .	
Company	

CLASSIFIED

FOR SALE

Retail store in Georgia. Noted for its "Year-Round Toyland"

Est. 23 yrs.—Fine modern air conditioned store—6,864 Sq. Ft. 3 yrs. vol. \$226,894.91

Price \$17,500, plus Inventory

WHITE AND COMPANY

Forty Pryor Bidg., Atlanta, Ga.



Fluted Reel Spool

A "Monogard" fluted spool is featured on 11 Ocean City reels by True Temper's American Tackle Division, 1623 Euclid Ave., Cleveland 15, Ohio.

The fluting provides small recesses which distribute pressure of tightly wound line over more surface.

Spool is standard on the No. 1591 bait casting, Nos. 940, 944, and 945 series all-purpose level winds, and Nos. 112 and 113 series trolling reels. For more information—

Write in No. 900 on card, Pg. 117

Shotguns

"Sun-Grain" blond wood stocks and gold finish features have been added to its line of shotguns for trap, skeet, and field shooting, according to Remington Arms Co., Inc., Bridgeport, Conn. The Model 870 slide action "Wingmaster" and "Sportsman-58" auto-loading shotguns are introduced with woods finished in this manner.

"Sun-Grain" stock models are available with ventilated rib barrels only. Trap versions, the 870TX and 58TX (shown), retail for \$166.35 and \$214.45, respectively; skeet models, the 870SX and 58SX, \$137.85, and \$181.35, respectively; and the field grades, the 870ADX and 58ADX, \$137.85 and \$176.05, respectively. Prices subject to change without notice. For more information—

Write in No. 901 on card, Pg. 117





For complete customer satisfaction, sell the featurepacked drivers that give all purpose use—sell HOLD-E-ZEES.

BITS ARE HAND GROUND

FEATURES (exclusive) include: LOK-BLOK, makes blade impact, twist proof; GRIPPER recedes deep into handle; Special Bit, recognized as best for both cross point screws.

QUALITY is outstanding Chrome vanadium blades . . unbreakable Tenite handles . . . Built stronger to last longer.



Hold-E-Zees give full use Plus . . . yet cost no more than ordinary drivers.

Pre-Sold by aggressive national advertising and outstanding merchandising units.

Order thru Your Jobber

UPSON BROS., inc. ROCHESTER 14, N. Y.



Music and fun in the children's ward -on Junior Red Cross Visiting Day.

One Youth Gang" we need more of...

Rock 'n rollers? That's right. Rock 'n rollers in a children's hospital.

The three "gang members" are Junior Red Cross members who've taken an afternoon of their time to go to the hospital and entertain some little crippled kids. Reassuring, isn't it?

They do things like this all the time. Regularly. Girls and boys.

20 million of our sons and daughters make up Junior Red Cross—the largest youth organization in the country. Junior members take part in every one of the Red Cross service programs that young people can help to carry on.

When disasters hit, Junior Red Cross volunteers help in many ways—as messengers, typists, canteen workers, information clerks. Many Junior Red Cross members have served with real distinction in disaster emergencies.

Through the Gift Box Program in their schools, Juniors send relief supplies to children overseas. Like all Junior Red Cross activities, this program is financed entirely by the Juniors themselves.

Friendship between children all over the world is fostered by the

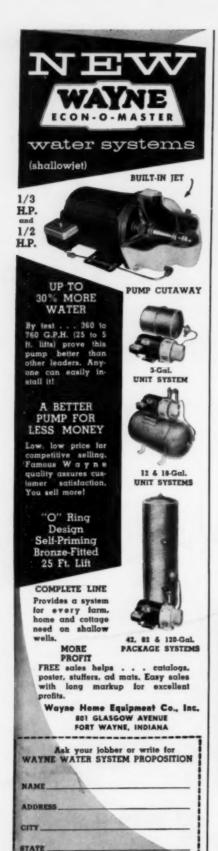
Junior Red Cross correspondencealbum and art programs.

Junior Red Cross is at work every day, helping to build a strong, decent, responsible young America.

These are kids we don't have to worry about. Let's be sure they know they can depend on us.



On the job when you need it most



Water Cooler

The Horton Water Cooler, manufactured by Horton Equipment Co., 5634 Harvey Wilson Drive, Houston, Texas, has been redesigned to include such features as rounded sanitary inside bottom and streamlined top



Other features of the cooler include riveted handles, choice of standard or heavy duty insulated models and the recessed spigot. For more infor-

Write in No. 902 on card, Pg. 117

Packaged Dog Chains

Both TM Dog Runner Chain and TM Halter and Dog Chain, in the Champion pattern, are now being packaged in polyethylene bags, the S. G. Taylor Chain Co., Inc., Hammond, Ind., announces.



An attractive saddle, punched for hanging on peg board displays, holds the bag with the chain in clear view. One side features an illustration of the product in use. The other indicates the size, finish, and the price to be inserted by dealer.

The chains are packed one in a bag and 10 bags to a carton. For more information-

Write in No. 903 on card, Pg. 117

Hammer Specials

Fayette R. Plumb, Inc., Philadelphia, Pa., is introducing four new hammers, the "Plumb Specials," for Hardware Week, All are standard quality Plumb tools, dressed in new color combinations, and tagged with reduced prices.



The F57-S: a \$5.25 value; suggested retail price of special, \$4.99.

The OAN11-1/2-S: \$4.50 value; special, \$3.99. The L81-S: \$3.50 value; special,

\$2.99.

The final in the Plumb Specials is a hammer with a 16-oz. metallic green steel head and oval pattern hickory handle that is valued at \$2.60; suggested retail price of the Special is \$1.99. For more information-

Write in No. 904 on Card Pg. 117

Starter Cords

T. R. Hall Manufacturing Co., 520 Ireland St., Burlington, N. C., is now manufacturing Nobetma nylon starter cords, complete with polished red handles, in all sizes and lengths. Packaged in cellophane bags, the cords are packed in a carton box.

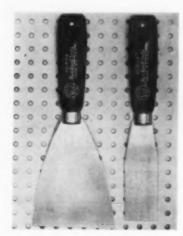
The package box of 12 #6 or 3/16" diameter cords is furnished to the trade for \$2.40 per box; the #5, \$1.80 per box of 12; the #6 nylon cord in a coil 3/16" dia., 21/2 cents per ft.; #5 nylon braided cord, 11/2 cents per

Hardwood handles are available for three cents each. For more infor-

Write in No. 905 on card, Pg. 117

Putty Knives

Red Devil Tools, Union, N. J., announces a new semi-flex blade putty knife. Designated the P102-1¼ putty knife (photo, right), it has a redenameled wood handle with a hole for hanging. Retail price, 20 cents.



The same type of handle was announced for the P102-3F and P102-3S wall scrapers. Items are available with either stiff or flex blades three inches wide. Retail price is 30 cents.

Blades of the P102 line are made of saw steel with nickel-plated ferrules. For more information—

Write in No. 906 on card, Pg. 117

Portable Power Tools

Eleven portable electric power tools are being introduced by the American Power Tool Co., Toledo, Ohio: two ¼" drills; one ¾" drill; two ½" drills; 6½" circular saw; 7½" circular



saw; dual action saber saw for straight line or relief cutting; dual action sander pad, orbital for preliminary sanding and straight line for fine finishing; 4" belt sander; and electric hedge trimmer. The circular saws boast a patented safety clutch and balanced design. The 1/4" and 3/4" drills have double reduction gears. Self-feeding, self-sharpening biades are standard on electric trimmer. For more information...

Write in No. 907 on card, Pg. 117

Gutter Spikes

A spike for hanging both aluminum and galvanized box gutters on homes, etc. is announced by W. H. Maze Co., Peru, Ill.



The new nail, called the Stormguard Gutter Spike, features a steel core double-dipped in molten rustresistant zinc, and has about three inches of ring threads at the tip end for anchoring purposes.

Points are diamond shaped, heads are flat, and checkered to hold paint better. Available in 7" and 8" lengths; others on request. For more information—

Write in No. 908 on card, Pg. 117

Lightweight Shotgun

A repeating shotgun with interchangeable barrels, the La Salle, is announced by Firearms International Corp., Washington 22, D. C.

The pump action gun weighs only six pounds, has a forged alloy receiver, premium grade hand checkered French walnut stock, and handfilling fore-end.



Specifications: 12 ga. 234" only; barrel lengths and chokes—30" full, 28" full, 28" Mod., 26" imp. cyl., and 26" cyl. For more information—

Write in No. 909 on card, Pg. 117



STATE.

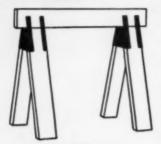
EASY TO MAKE - EASIER TO SELL!



Make Your Own

S A W HORSE BRACKETS

2 Styles or Sizes



No. 1 for 1" Lumber No. 2 for 2" Lumber

Cash in on the already made sales for "Make Your Own" Saw Horse Sets, eriginated by Chas. O. Larson Co. Home craftsmen will buy several sets.

Attractively packaged and all hardware needed is included for the useful Saw Horse Set, with complete "easy to assemble" instructions.

Each set includes illustrated folder on "How to Use Wood Working Tools" for the amateur.

Sold through recognized distributors and jobbers or write for colorful literature on the Larson "Make Your Own" construction sets.

Also Manufacturers of BRIGHT WIRE GOODS AND DISPLAY HARDWARE

CHAS. O. LARSON CO.





Sell More Tacks

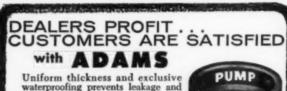
You know that people who get tacks always buy related items, hammers, cutters, wire and screen. Make it easy for them. Keep your tack stock up front! Designed to stand or hang on pegboard. Wonderful for self-service. No deals required — get as many as you need. Order only the sizes you want.

W. W. CROSS & CO., JAFFREY, N. H.

Get Rack Free

Choose Your Own Assortment! Ask Your Jobber!





Uniform thickness and exclusive waterproofing prevents leakage and waste . . . keeps your customers asking for more. Special attention given odd size cup orders. Backed by advertising throughout the South and Southwest.



(DEPT. MC) WHITESBURG, GA.

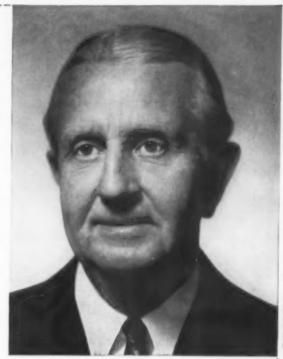
You can also profit from KAYO, TIP-TOP and ADAMS
Steel hand tools, cold chisels, punches, etc.

F. ADAMS, Inc. 420 South Lake St.



"...an investment that makes all other investments worthwhile"

JOHN COLLYER
Chairman of the Board
The B. F. Goodrich Company



"For much of our nation's progress, technologically, economically and socially, we must look to the excellence of our institutions of learning, whose students of today will be the scientists, the managers, the statesmen and the cultural and religious leaders of tomorrow.

"It is the responsibility of the American people and American industry to provide the financial aid so urgently needed now by our colleges and universities.

"Join this important crusade. Contribute today to the university or college of your choice. You will be making an investment that makes all other investments worthwhile."

If you want more information on the problems faced by higher education, write to: Council for Financial Aid to Education, Inc., 6 E. 45th Street, New York 17, N. Y.

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education







Wagon Display sells for you!

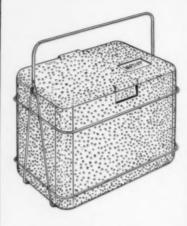


Model #50 wagon display stacks vertically up to 5 wagons. Requires minimum of floor space and can be moved from place to place. Each fixture is adjustable. Can be used over and over again on all types of wagons. Entire set to display up to 5 wagons costs \$4.85 (for a limited time only) wt. 11 lbs. Postage Prepaid. Order yours today!

	W. Grand Ave., Chicag	io 35, Illinois
Quantity	ase send the following: Price	Total
Qualitity	\$4.85	10131
	Enclose check with order.	
	montes street with street	
name		
name address		

Picnic Cooler

The "Go-Kooler," a picnic cooler molded entirely of Dylite plastic, is announced by Weber Tackle Co., Stevens Point, Wis.



The cooler weighs 31 ozs., has a 13-qt. capacity, inside dimensions are 11¾" x 7¼" x 9½". A sliding tray is included. Offered in two colors, Terrazzo Blue and Terrazzo Tan, the cooler retails at \$6.95.

Without tray, available as a minnow bucket, in Granite color, retail price is \$5.95.

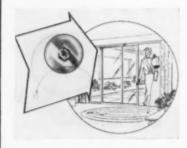
Both items will float in water. For more information—

Write in No. 910 on card, Pg. 117

Sliding Glass Door Closer

A Patio Sliding Glass Door Closer, designed to eliminate manually closing the doors, is marketed by the Shelby Spring Hinge Co., Shelby, Ohio.

The do-it-yourself installation requires only two screws.



The closers are assembled for doors operating from right to left. To reverse, the user removes the cover, reverses the mechanism, and replaces cover.

Closer will operate doors up to 4' wide, 6' 8" high; is 3%" diameter, 13/16" over-all thickness. List price is \$6.60 each. For more information—

Write in No. 911 on card, Pg. 117



Tapateo

Tractor SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO HORSE COLLAR PADS SINCE 1881



Multiply Power Tool Usefulness

ONE Conn. Valley Expansive Bit for MANY Hole Sizes

FOR 3/8" DRILLS

This "Hobbyist" bit, which can be set to cut the hole diameter exactly, is built for drills powered to cut large holes. This bit has a three-quarter threaded point combining pulling power with easy removal. No. 210. for ALL 7/8" to 3" holes.

FOR 1/4" DRILLS

Smaller size "Hobbyist" expansive bit of same design. Made for the high speed of average home craftsman's drill press. No. 220, for ALL holes from 1/2" to 11/2".

THE CONNECTICUT VALLEY MFG. CO. Centerbrook II, Conn





- FOLDS FOR SHIPMENT
- · LIGHT IN WEIGHT
- NO ASSEMBLY
- CONVENIENT AND STURDY
- ATTRACTS ATTENTION

FITLER ROPE RACK

FOR OCTAGONAL BOXES

The Fitler Rope Rack requires only 20" x 30" of floor space, leaving valuable room for other products. Rope is kept off the floor, eliminating loose ends which get dirty. The boxes are tilted forward on the rack, providing easy access into the hand holes in the tops of the boxes for removing the rope.

This valuable sales aid may be obtained for a fraction of its manufacturing cost when accompanied by order for 300 pounds of Fitler Rope . . . it pays for itself in efficiency.

SOLD BY HARDWARE DEALERS EVERYWHERE

THE EDWIN H. FITLER CO.

Philadelphia 24, Pa.

THE SCOOTER MOWER



NO GRASS

NO WEEDS

DON'T TAKE LESS WHEN YOU MAY SELL THE BEST

THREE FOR-WARD SPEEDS AND ONE REVERSE

Six volt ignition. 24" offset blade. No Wheel on uncut grass. 7 H.P. Wisconsin Motor. Liberal discount to dealers. Throw out clutch on blade.

FRED A. HOPLEY SALES EXCLUSIVE DISTRIBUTOR



Badminton Set

A boxed MacGregor Badminton set, offered by The Draper-Maynard Co., Cincinnati 32, Ohio, is described as consisting of "everything necessary for a game of doubles." There

are four MacGregor Airway rackets strung with Monofilament Nylon, two shuttlecocks, one net, one set of

Used by MILLIONS

Loosens Rusted Bolts

5 MILLION ADS

Your Wholesaler Has It!

RADIATOR SPECIALTY CO. | Charlotte, North Carolina

The super-penetrating rust solvent used by farmers, do-it-yourselfers, mechanics, plumbers, sportsmen.

Harmless to all metals! metal posts, and an Official Badminton Rule Book. For more information—

Write in No. 912 on card, Pg. 117

Tiger Sash Cord

Tiger Sash Cord in sizes seven and eight, 100 ft. hanks, is now put up in a polyethylene bag printed in three colors. Its manufacturer, the Samson



Cordage Works, Boston 10, Mass., states that the new package is designed to create an attractive display, to keep the cord clean, to encourage multiple sales, and to lend itself to self-service. For more information—

Write in No. 913 on card, Pg. 117

Drywall Hammer

The Drywall Hammer announced by Estwing Manufacturing Co., Rockford, Ill., is forged in the Estwing one-piece head-handle unbreakable construction of fine tool steel. Additionally, it has the vinyl-nylon cushion grip. Blade angle allows for clearance so that the hammer may be used right up against the ceiling. Weight of head is approximately 11 oz.; over-all length of tool is 13½". Factory No. E3-11 Drywall Hammer, list \$6.50. For more information—

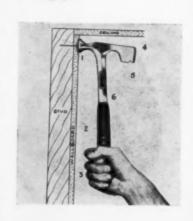
Write in No. 914 on card. Pg. 117

"Flipline" Rods

"Flipline" rods by True Temper's American Tackle Division, 1623 Euclid Ave., Cleveland 15, Ohio, are offered in lengths up to seven feet, with tip actions ranging from light to super light for sportier fishing. Each has offset handle and oversize guides for spinning or bait casting.

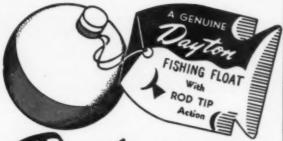
A total of 24 holloglass and solid glass Flipline rods offer the dealer a broad choice of lengths, actions, features, and styling. For more information—

Write in No. 915 on card, Pg. 117









Dayton FACT TAG

Tells the Tale Makes the Sale!



The "fact tag" sells your customers on Dayton's Green Cap Rod-Tip Action—the instant automatic line release—Dayton's exclusive feature.

- Self-Service Merchandiser #3888

Displays 25 dozen assorted floats, a complete Float Department, in approximately 1 square foot of counter space. Ask your jobber about other Dayton self-service merchandising assortments. There's one to fit your needs.

Dayton BAIT COMPANY

2701 S. Dixie Drive . Dayton 9, Ohio



GALVANIZED FLOWER FENCE

Here's a brand new idea in garden protection — a sure-fire opportunity for more "bloomin' profit" this spring and summer. Modern WRIGHT Flower Fence, with



"HANDY" as a six-armed gardener Modern WRIGHT Flower Fence, with wide "see through" openings, easily adjusts to up-and-down-hill garden levels and irregular garden shapes. Can be used also for shrub supports, arbors and trellises — easy to install and remove. Comes in 50 ft. rolls with eye-appealing "self-seller" labels — 15" high plus 4" built-in stakes. Welded construction.

WHOLESALERS: Order in mixed truckloads with other Wright products

G. F. WRIGHT STEEL & WIRE CO. WORCESTER 3, MASSACHUSETTS



MARSHALLTOWN TROWELS

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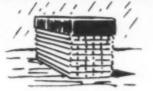
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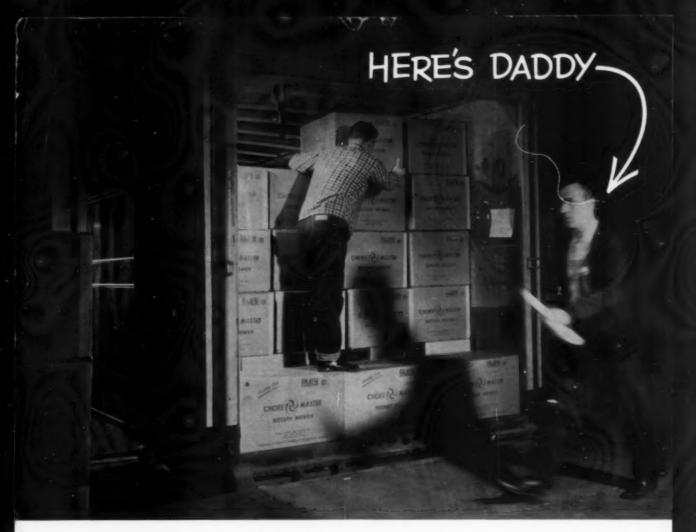
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